

APPRENTICESHIP REPORT
ASOSIASI PENGUSAHA INDONESIA-BUSINESS
CONSULTANT
CERTIFIED INTERNSHIP AND INDEPENDENT STUDY
(MSIB)

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APPLIED BACHELOR DEGREE OF INTERNATIONAL
BUSINESS ADMINISTRATION STUDY PROGRAM
BUSINESS ADMINISTRATION DEPARTMENT
STATE POLYTECHNIC OF BENGKALIS
2024

**APPRENTICESHIP REPORT
ASOSIASI PENGUSAHA INDONESIA
(BUSINESS CONSULTANT)**

Written as one of the conditions for completing apprenticeship

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Surabaya, June, 30, 2024

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ACKNOWLEDGEMENT

Praise to the presence of Allah SWT for His mercy and grace so that the activities and reports of this job training can be carried out and completed properly. This practical work is one of the activities for Bengkalis State Polytechnic students in completing studies carried out at the end as one of the requirements to obtain an applied bachelor's degree in the International Business Administration Study Program, Business Administration Department, State Polytechnic of Bengkalis. Do not forget that the author also sends blessings and greetings to the great Prophet Muhammad SAW, who is the guideline of life for Muslims around the world.

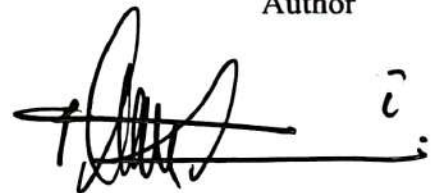
1. Mr. Johny Custer, ST, MT. as Director of Politeknik Negeri Bengkalis.
2. Mr. Armada, ST, MT. as Deputy Director I of Politeknik Negeri Bengkalis.
3. Mrs. Supriati, ST, M.Si. as Head of the Business Administration Department.
4. Mrs. Wan Junita Raflah, B.Sc., M.Ec, Dev. as the Head of the International Business Administration Study Program.
5. Mr. M. Alkadri Perdana, B.Sc., M.Sc. as the Apprenticeship Coordinator.
6. Ms. Yanisha Dwi Astari, M.Hum. as Apprenticeship Advisor.
7. Mr. Aswandi S.Pd., M.Pd. as MSIB Program Supervisor.
8. Mr. Ronald Walla, as Chairman of the MSME Division of Apindo.
9. Mr. Herry Darmawan as Field Mentor
10. Mrs. Susilaningsih Arifin, M.M as the owner of MSME UD. Dede Satoe
11. All Employees of *Apindo UMKM Merdeka*
12. All Lecturers, especially the Bachelor of Applied International Business Administration Study Program who have taught during lectures.
13. Especially for both parents who have given a lot of sacrifice, support, prayers, time, energy and materials to help and provide convenience during lectures to realize the ideals for them.
14. Dear brother and sister who always give encouragement and advice in completing the thesis on time.

15. All parties who have been present in the author's life, who cannot mentioned one by one.

The Author realizes that in the preparation of this apprenticeship report is still far from perfect, both in terms of preparation, language, and writing. Therefore, the author highly expect criticism and constructive suggestion to become a reference for writers in the future. Hopefully apprenticeship report is useful for both writers and readers.

Bengkalis, July 15th 2024

Author

A handwritten signature in black ink, appearing to be 'Rahmat Sabani', written over a horizontal line. There is a small mark resembling a tilde (~) to the right of the signature.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Apprenticeship

Higher education is the highest formal education that will produce human resources who have a high intellectual level to compete in the demands of the world of work, both ability demands and quality demands. Therefore, those universities are required to prepare good quality human resources to face increasingly fierce competition. The relationship between theory and practice in the world of education is important to compare and prove something that has been learned in theory with the actual situation in the world of work.

The rapid development of science and technology today makes us more open to accepting changes that occur as a result of these advances and developments. increasingly open to accepting changes that occur as a result of these advances and developments. and these developments. This development must be followed by the development of human resources academically and professionally to support these developments and developments and progress. In facing the challenges of these developments, human resources are needed that are able to adapt to the demands of the times in life. Human resources are one of the important parts in the business world, and because competition is currently very tight, the quality of the workforce must be improved. Every college student should prepare themselves to face the real challenge of finding a better job before or after before or after graduation. So that good preparation can provide readiness for students who will graduate to get a job. Meanwhile, to get the job, students must have hard skills, but soft skills are also needed to face challenges in the world of work. Developing these two abilities while studying at state polytechnic of bengkalis is the best way to be successful in facing competition in the world of work, one of which is participating in the independent campus learning program, namely Certified Internship and Independent Study (MSIB).

The *Kampus Merdeka* program is a revolutionary initiative that has been introduced in Indonesia with the aim of freeing students from the shackles of a rigid curriculum and expanding the scope of learning beyond the classroom. Through this program, students are encouraged to develop their interests and talents independently, as well as contribute to the development of society. The history of the program reflects the spirit of strengthening student independence as well as adapting the curriculum to the needs of the times.

The *Kampus Merdeka* program was inaugurated by the Indonesian government in 2019 as part of higher education reform. The basic idea is to expand students' learning experience beyond the classroom and open up opportunities to develop practical skills relevant to the world of work. Since its launch, the *Kampus Merdeka* Program has undergone significant developments. One of the first steps was to adjust the curriculum in universities to provide more flexibility for students in choosing courses and extracurricular activities. The implementation of the *Kampus Merdeka* Program involves various parties, including the government, universities, students, and industry. The government provides policy support and funds to support the development of innovative programs in higher education. Universities also work with various stakeholders to design a curriculum that is responsive and relevant to the needs of the labor market. Students are encouraged to be active in choosing and managing their own learning experiences, both on and off campus.

Meanwhile, industry plays an important role in providing apprenticeship opportunities, research cooperation, and skills training. This way, graduates can be produced who have high competence according to market needs. Universities across Indonesia have begun to offer a variety of enrichment programs, including Certified Internship and Independent Study (MSIB). The Certified Internship and Independent Study (MSIB) program is a comprehensive career preparation program and provides opportunities for students to study outside the study program with guaranteed SKS conversion recognized by the university.

1.2 Purpose of Apprenticeship

1. Provide opportunities for students to get experiential learning about the work system and mechanism as well as the duties and functions of APINDO, especially in supporting and developing MSMEs. supporting and developing MSMEs.
2. Increase the experience and competence of each student according to the field of knowledge and introducing a real work culture in the business sector and entrepreneurship.
3. Help prepare students to become visionary business consultants, excellent, and personality, ready to face the challenges of the future.
4. Implementing and developing five main Key Performance Indicators (KPIs) in MSMEs, namely business governance, production governance, marketing governance, digital marketing governance, and business development and capitalization. digital marketing, and business development and capitalization.
5. Making a real contribution to the development of MSMEs through the proposal and implementation of innovative and sustainable business strategies innovative and sustainable business strategies.

1.3 Significances of Apprenticeship

The apprenticeship carried out is very beneficial for several parties such as students, companies and State Polytechnic of Bengkalis:

1. For Students
Students have the opportunity to apply the knowledge and theoretical concepts knowledge and theoretical concepts obtained during lectures into the real world of work and get hands-on experience in the workplace directly in the world of work.
2. For Companies
There is collaboration between the world of education and the world of industry or companies which makes these companies closer to the community and known by academics and companies to get alternative prospective employees who are known for their quality, dedication and credibility

3. For State Polytechnic of Bengkalis State Polytechnic of Bengkalis get feedback from companies related to curriculum development and learning processes for students who take part in apprenticeship which can improve the quality of their graduates through practical work experience

CHAPTER II

GENERAL DESCRIPTION OF THE COMPANY

2.1 Company Profile

The Indonesian Employers Association (APINDO) is a representation of the Indonesian business world, which was formed on January 31, 1952, under the leadership of the National Leadership Council (DPN) located in Jakarta, and Provincial Leadership Councils (DPP) in 34 provinces and 350 Leadership Councils in Cities/Districts.

Focusing on Industrial Relations and Manpower at the beginning of its formation, APINDO's role is increasingly strategic in promoting national interests, through an expanded focus on various sectors and human resource development and partnerships, through APINDO's business units: International Strategic Partnership Center (ISPC) and APINDO Training Center (ATC). APINDO's advocacy on an international scale is actively carried out, through membership and participation in the International Organization of Employers (IOE), ASEAN Confederation of Employers (ACE) and Confederation of Asia-Pacific Employers (CAPE)



Figure 2.1 1. Logo Asosiasi Pengusaha Indonesia
Source: Asosiasi Pengusaha Indonesia

As the sole representation of the business world, APINDO has representation in the Tripartite Institution (elements of the Government, Employers, and Workers), where a number of APINDO Management representatives sit in the National Tripartite Cooperation Institute, the National Wage Council, and the Occupational Health Safety Council. APINDO 2024 - 2028 has 4 Featured Action Programs,

namely the Economic Roadmap as a form of APINDO's excellence and advocacy, Independent MSME Inclusive Economy, Inclusive Collaboration of Entrepreneurs Overcoming Stunting (KIPAS) involving 1000 entrepreneurs and APINDO HR-IR certification to realize competent human resources in HR management and industrial relations. In addition to these programs, the program from Apindo is *APINDO UMKM Merdeka*,

The Indonesian Employers Association launched a national program called *Apindo UMKM Merdeka* which has the tagline “*UMKM Tumbuh Mahasiswa Tangguh*”. In accordance with this tagline, there are 2 main targets both in terms of input and output from the *Apindo UMKM Merdeka* Program. There are 2 great potentials in economic growth, especially in Indonesia, namely the potential of MSMEs and the potential of students. Based on the data, there are more than 65 million MSMEs spread across all provinces which are the driving force of growth in Indonesia, because they absorb the labor force, investment and contributors to Gross Domestic Product and exports. So that the government and other stakeholders try to be able to encourage and accelerate the ability of MSMEs to scale up as much as possible.



Figure 2.2 Logo UMKM Merdeka
Source : Asosiasi Pengusaha Indonesia

On the other hand, there is a potential of more than 9 million students each year spread across all provinces in Indonesia as the future generation of the nation, but unfortunately, the majority of these graduates are not considered ready to use. The problems and urgency faced by these two potentials are also faced by large companies. MSMEs have the main problem of very limited human resource capabilities in managing businesses to be more professional, on the other hand

students have the main problem of limited adequate laboratories to be able to apply the knowledge they get during college.

In order to solve this problem, there are many steps and programs that have been taken by both the government and stakeholders to improve the ability of these two great potentials. Several handling programs related to students and MSMEs that already exist are felt to be inappropriate and still very limited in number, sporadic, not comprehensive and unsustainable. So, we, the Indonesian Entrepreneurs Association, propose an alternative program as one of the solutions for the State in overcoming the problems of these two great potentials which we call *Apindo UMKM Merdeka* or AUM for short.

This program can be said to be a penthalix collaboration program or also called hepta helix because it tries to combine various interests and programs that are sporadic and temporary from each stakeholder to be more comprehensive and sustainable. The goal is to increase and accelerate the two great potentials so that the golden Indonesia will be realized faster. The AUM program is planned to be implemented in all provinces and its implementation will take place every semester in each region. So that the number of participants, both MSMEs and students, will increase and grow every year.

2.1.1 History of MSMEs Developed and Assisted

The development and assistance of MSMEs as stages are the Matc Up Stage, namely the stage of grouping student participants, MSMEs, the socialization stage, to attract prospective student participants, prospective MSME participants. In batch 6, one of the selected MSMEs to be assisted and developed was UD. Dede Satoe Sambal.

UD. Dede Satoe Sambal was established in November 2011 in Surabaya, Indonesia. This MSME is engaged in the production of chili sauce and seasonings using local raw materials available in Surabaya and its surroundings, especially in East Java. Sambel Dede Satoe is known as a home-made ready-to-eat chili sauce that has a fantastic spicy taste and a variety of unique flavors. The uniqueness of their product is that there is no added MSG and it is HACCP certified, demonstrating a commitment to product quality and safety. In addition to HACCP

certification, UD. Dede Satoe Sambal is complete with the necessary business legalities and licenses, including NIB (Business Identification Number), as well as certifications from various institutions that confirm the quality and safety of their products, such as BPOM, Halal, SKP, and PIRT. UD. Dede Satoe has also obtained certification from the FDA (Food and Drug Administration) as an administrative requirement for exporting their products abroad, especially the United States: UD. Dede Satoe Sambal has contributed a lot in empowering women around their industrial sites. They are involved in social programs, such as assisting in training, providing jobs, or supporting local chili and shallot production.



Figure 2.3 Logo UD. Dede Satoe Sambal

Source: UD. Dede Satoe Sambal

Products from UD. Dede Satoe Sambal have good reputation among consumers due to their quality and unique taste. They have also have received positive reviews from customers on various online platforms or social media. They have also obtained various prestigious awards such as “SME Achievement 2024” which affirms the quality and contribution of their products. 2024” which emphasizes their quality and contribution in the industry. In addition, they have also actively participate in various expo exhibitions such as Apresiasi Kreasi Indonesia (AKI), SMEXPO, INATRIMS, and others. UD. Dede Satoe Sambal is also one of the MSMEs fostered by Bank Indonesia through the SIAPIK program, which shows recognition of their potential and contribution to local economic development. and their contribution in local economic development.

UD. Dede Satoe Sambal not only has a local and regional market share in Surabaya and its surroundings, but has also expanded to the market in Surabaya and its surroundings, but has also expanded to the international market. international market. They have successfully exported their products to several countries such as

United States, Australia, Japan, and the Netherlands. Their flagship product, “Sambal Surabaya Extra Spicy,” has become a best seller and is well-received in the international market. In addition to In addition, they also cooperate with local stores, supermarkets, and cafes/restaurants in their in their region and possibly abroad.



Figure 2.3 MSME products UD Dede Satoe Sambal

Source: UD. Dede Satoe Sambal

These MSMEs have been recognized for their product innovation, especially in the development of new flavors and the use of quality local ingredients. They has a variety of sambal and seasoning variants of up to 33 types, including best sellers such as sambal Surabaya extra spicy, sambal roa, sambal teri, and sambal kecombrang that shows the creativity and response of UD. Dede Satoe Sambal's response to consumer tastes.

2.2 Vision & Mision

2.2.1 Vision

The vision of the Indonesian Employers Association is "to create a conducive, competitive and sustainable business climate to create jobs".

2.2.2 Mision

The following is the mission of the Indonesian Employers Association which is used to realize the goals that are expected to be achieved well are as follows:

1. Develop harmonious, dynamic, productive and equitable industrial relations
2. Protect, empower and defend all business actors including MSMEs
3. Play an active role in maintaining and increasing investment

4. Play an active role in the advocacy and consultation process for the formulation of Government policies.

2.3 Kind of Business

There are several APINDO units that are currently still part of the development, the following units from APINDO:

1. ISPC (International Strategic Partnership Center)

ISPC Indonesia is supported by APINDO members in 34 provinces and 269 regional governing councils who are actively creating new investment and trade opportunities for a sustainable market. The organization's strategy is to bring together foreign and local businesses by investing in Indonesia and/or creating a global market for Indonesian products/services, as well as creating more Indonesian global entrepreneurs.

Our activities aim to facilitate, encourage, and support business cooperation between foreign and Indonesian companies for strategic business development and accelerate trade and investment processes by working intensively with private companies, government entities, academics, and other organizations to achieve one of APINDO's missions which is to improve Indonesia's global trade and investment competitiveness.

2. ATC (APINDO Training Center)

APINDO Training Center (ATC) was born from the spirit and idealism of DPN APINDO leaders who see the importance of accelerating the competence and quality of human resources. ATC is present and becomes a "Center of Excellence for Human Capital Development in Indonesia" to produce reliable, productive, and competitive human resources. For more information about ATC, please click [here](#). ATC's Integrated Industrial Relations Competency Development is designed to be accurate, smart, leading-edge, and based on Applied Research in the Workplace. This is done to help build harmonious Industrial Relations conditions and a conducive and sustainable National Investment Climate.

3. PAMI (Pusat Arbitase Dan Mediasi Indonesia)

The Indonesian Arbitration and Mediation Center (PAMI) is an arbitration agreement dispute resolution body and is made in writing by the parties to the dispute. In addition to arbitration, PAMI also provides mediation, adjudication and binding opinion services. PAMI was first established by the National Executive Board of the Indonesian Employers Association (DPN APINDO) and the APINDO Training Center (ATC), which has been ratified based on the Decree of the Minister of Law and Human Rights of the Republic of Indonesia No. AHU-0007633.AH.01.07 of 2017. The establishment of PAMI is expected to be an alternative dispute resolution solution required by the business world in Indonesia. To make PAMI the best it can be, from the very beginning the founders committed to preparing the supporting infrastructure, especially professional arbitrators and mediators with integrity and professionalism.

APINDO has 4 Featured Action Programs, namely the Economic Roadmap as a form of APINDO's excellence and advocacy, Independent MSME Inclusive Economy, Inclusive Collaboration of Entrepreneurs Overcoming Stunting (KIPAS) involving 1000 entrepreneurs to overcome stunting and APINDO HR-IR certification to create competent human resources in HR management and industrial relations.

1. MSME

UMKM DPN APINDO is part of APINDO's Work Program that focuses on the development of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. *UMKM DPN APINDO* aims to strengthen the MSME sector through various programs, training, and policy advocacy that support the growth and sustainability of small businesses in Indonesia. We provide a platform for MSME entrepreneurs to share knowledge, gain access to resources, as well as build a wider business network. In addition, DPN APINDO's MSMEs also play a role in helping MSMEs face challenges in adapting to economic and technological changes.

2. Industrial Relations

Industrial Relations and Advocacy Indonesian Employers Association (HI & Advocacy) is a tangible form of APINDO's commitment to create industrial relations that are harmonious, dynamic and fairness for the Indonesian business world. The HI and Advocacy Division is tasked with to organize 3 (three) main roles and functions roles and functions, namely:

a. Protection

Increase the effectiveness of APINDO role as an organization that represents Employers/Companies in Tripartite Institutions at both the national and international levels. and international levels, Implementing the operational rules of Indonesian Industrial Relations adapted with the demands of the era of Globalization.

b. Defense

Providing consultation in the field of Human Resources development / Employment / Industrial Relations to members, Promoting Bipartite efforts and formation of LKS Bipartite in the company;Preparation of Company Regulations or Collective Labor Agreement along with negotiation techniques, Providing legal assistance in industrial relations disputes at the Industrial Relations Court.

c. Empowerment

Provide up-to-date information to members about developments in the field of Labor / Industrial Relations in the form of Industrial Relations in the form of various kinds of information and various facilities, Carry out research activities and training activities in order to improve the quality and professionalism of Human Resources within the scope of the business world either conducted by APINDO itself or in cooperation with professional institutions, Promote cooperation with industrial industrial relations, both at home and abroad, as long as it does not conflict with with the principles and objectives of APINDO and in a manner that does not conflict with the prevailing laws and regulations applicable laws and regulations.

3. Economic Roadmap

APINDO's roadmap is intended to identify constraints and recommend public policy, institutional and governance changes needed in the next five years to realize APINDO's Vision. the next five years to realize APINDO's Vision. This roadmap is APINDO's contribution to the government which is conducted every five years and based on various sources: APINDO survey results five years and is based on various sources: the results of the APINDO survey which was survey conducted in July-August 2023 with 1984 respondents from businesses across Indonesia that are members of APINDO. businesses throughout Indonesia that are members of APINDO and non-members of APINDO members and non-members; focused group discussions (FGDs) per sector and theme; preparation of a policy matrix by the administrators of each sector and theme. policy matrix by the administrators of each sector and theme; and input from APINDO's Board of Experts as well as various knowledge partners, including AT Kearney. partners, including AT Kearney, Boston Consulting Group, World Bank, and PROSPERA (Partnership Program). PROSPERA (Indonesia Australia Partnership Program for the Economy). There are five policy themes that are recommended by the business world, all of which contain elements of efficiency and competitiveness, sustainability and inclusiveness. all contain elements of efficiency and competitiveness, sustainability and inclusiveness, strategy and fundamental basis:

- a. The first priority is related to improving the conditions faced by the business world business through legal and policy certainty as well as institutional and coordination improvements in terms of policy implementation. institutionalization and coordination in terms of policy implementation.
- b. The second policy priority is related to the role of technology and human resources to support the productivity leap needed for economic transformation. the productivity leap needed for economic transformation.

- c. The third priority is related to industrial, trade, investment policies and fair competition (level playing field).
 - d. The fourth priority relates to business efforts in adopting the concept of sustainability as macro and global changes will demand because the macro and global changes that occur will require companies to be able to meet ESG (Environment, Social and companies to be able to meet ESG (Environment, Social and Governance) standards and take advantage of opportunities to develop "green" industries.
 - e. The fifth priority covers infrastructure, especially transportation, connectivity and logistics; energy sector transition, and an efficient and effective digital parasana that is efficient and effective.
4. Inclusive Collaboration Entrepreneurs Overcome Stunting

As part of the national effort to achieve the stunting reduction target of 14% by 2024, the Indonesian Employers Association (APINDO) is also trying to contribute to the prevention of stunting which has a correlation with economic growth. The 1,000 Employers Gotong Royong Movement for Stunting collaboratively supports the Healthy Children Movement - Inclusive Collaboration of Indonesian Employers Overcoming Stunting (GAS-KIPAS STUNTING APINDO), through increased access to food, education and health as well as counseling and campaigns, which has currently been successfully implemented in 3 provinces in Java. The GAS-KIPAS STUNTING program is a step taken by APINDO, in collaboration with the Association of Higher Education Institutions in Nutrition (AIPGI) with higher education partners Bogor Agricultural University (IPB), Sultan Ageng Tirtayasa University (UNTIRTA), and Jenderal Soedirman University (UNSOED), following technical guidelines from the Ministry of Health of the Republic of Indonesia and the National Family Planning Coordinating Board (BKKBN) to address the problem of stunting. APINDO's GAS-KIPAS STUNTING program uses three approaches, namely:

- a. Improving Food Access: Supporting affordable and quality food programs for communities, especially families with young children, to prevent malnutrition and stunting.
- b. Investment in Education and Health: Participate in education and health programs that aim to increase awareness and knowledge on nutrition, maternal health, and childcare.
- c. Outreach and Campaigns: Support public campaign efforts to raise awareness about stunting and the importance of early prevention.

2.4 Organizational Structure

One of the crucial tools a firm has to have in order to accomplish its objectives is an organizational structure. Cooperation and coordination among members are essential to reaching predetermined goals in the operations of any kind of business, whether it is for profit or nonprofit. Additionally, the organizational structure should be quickly modified to accommodate changes without impairing the seamless operation of existing operations. A strong organizational structure will be heavily influenced by the 10 objectives to be met as well as the circumstances and state of each business. This is due to the fact that a company's organizational structure differs from that of other organizations. The organizational structure that the business uses will help it accomplish its objectives.

In a well-designed organizational structure, it is very important to make it clear to all employees who are authorized in advance about the relationship between authority and authority. to all employees who are authorized in advance about the relationship between authority and the limits of responsibility. In order to meet the company's pre-determined main objectives, the various activities within the organization must be scheduled regularly The organizational structure of Asosisasi Pengusaha Indonesia is structured in accordance with the provisions with functions, obligations and responsibilities. in accordance with the provisions with functions, obligations and responsibilities of each part in each field. of each part in each field. The organizational structure of the Indonesian Employers Association can be seen in the figure below:

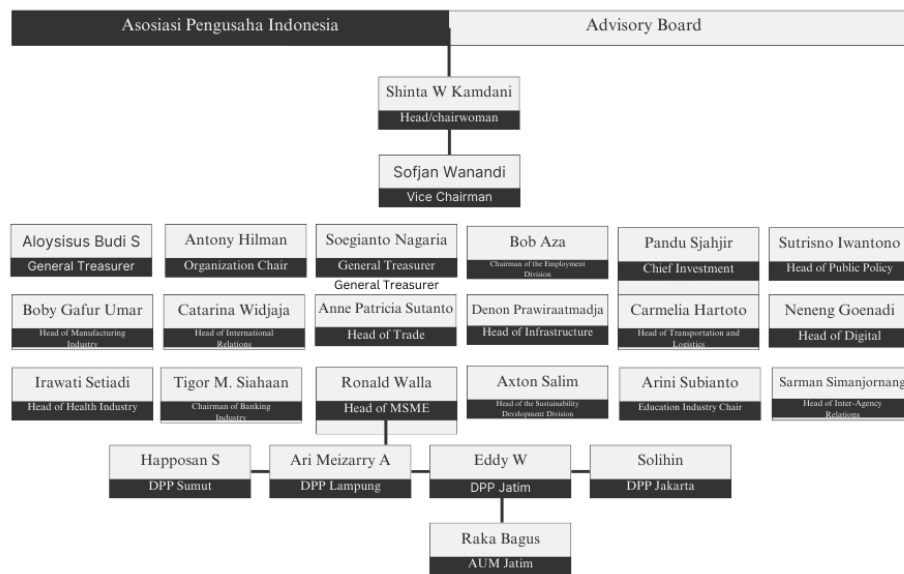


Figure 2.4 Organizational Structure
Source: Asosiasi Pengusaha Indonesia

2.5 The Working Process

Here are 5 KPIs (Key Performance Indicators) that are the focus of the *APINDO UMKM Merdeka* Work Program:

1. Business Governance

General Definition: Organizing activities related to MSME business governance, including business legality, business administration, and financial management.

Description of Activities:

- Ensure MSMEs fulfill the necessary business legality requirements, such as NIB, NPWP, and other certifications.
- Assist MSMEs in managing financial transactions and preparing accurate financial reports.
- Support MSMEs in day-to-day business administration, including licensing processes and document management
- Understand and apply appropriate financial management concepts for MSMEs, including financial planning and cash flow management.
- Engage in MSME business planning and development to improve efficiency and productivity.

Through a focus on business governance, the program aims to strengthen the operational foundation of MSMEs and improve their management capabilities in running their businesses effectively.

2. Production Governance

General Definition: Carry out activities related to production management and product development of MSMEs.

Activity Description:

- a. Manage and optimize raw material management to ensure the availability and smoothness of MSME production processes.
- b. Involved in monitoring and planning the production process, including analysis of production costs (COGS) and identification of supplier data.
- c. Support MSMEs in product innovation and new development to improve competitiveness.
- d. Assist in the design of attractive product packaging in accordance with market needs.
- e. Ensure the implementation of production standard operating procedures (SOPs) to maintain product quality and safety.

With a focus on production governance, the program aims to improve the efficiency and quality of MSME production and support product innovation to increase competitiveness in the market.

3. Marketing Governance

General Definition: Carry out activities related to the formulation and implementation of marketing strategies and building MSME brands.

Activity Description:

- a. Participate in formulating marketing strategies, including target market determination and market segmentation.
- b. Support MSMEs in building a strong and consistent brand identity
Consistent Involved in the preparation of promotional materials, such as product design and attractive packaging.
- c. Assist in the implementation of offline and online marketing strategies, including promotion on social media and marketplace.

- d. Conduct promotional activities such as content marketing and copywriting to increase product awareness.

With a focus on marketing governance, the program aims to increase the visibility and appeal of MSME products and help build a strong brand in the market.

4. Digital Marketing Governance

General Definition: Carry out activities related to digital marketing to increase market penetration and expand the reach of MSMEs online.

Activity Description:

- a. Manage digital marketing content, including posts on social media and MSME marketplace platforms.
- b. Create and optimize online content, such as blog articles, images, and videos to increase interaction and engagement.
- c. Develop content marketing strategies to effectively reach the target market.
- d. Hands-on practice in copywriting to create compelling and persuasive promotional texts.
- e. Understand and use digital tools such as Google Analytics, Facebook Ads, and e-commerce platforms to monitor performance and optimize campaigns.
- f. Participate in digital marketing-related training or workshops to improve skills in this regard.

With a focus on digital marketing governance, the program aims to equip students with the necessary skills and knowledge to effectively manage online marketing for MSMEs.

5. Business Development and Capital

General Definition: Focuses on MSME business development and understanding of capital management. Students will be involved in activities that aim to improve the competitiveness and growth of partner MSMEs, as well as strengthen the financial aspects and business development.

Activity Description:

- a. Understand sustainable business development strategies for MSMEs.
- b. Assist MSMEs in designing business plans and growth strategies.
- c. Understand the sources of funding available to MSMEs and how to manage capital.
- d. Participate in discussions on product innovation and business diversification to improve the competitiveness of MSMEs.
- e. Support MSMEs in identifying new market opportunities and product development.

With a focus on business development and capital, the program aims to improve the capacity of MSMEs to manage their businesses and unlock sustainable growth opportunities. Each of these KPIs reflects important areas that will be improved and evaluated during the apprenticeship program, with the aim of making a significant contribution to the development of MSMEs and the student experience.

2.6 Documents Used for Activity

There are several documents used in the process of completing the work that has been given. These documents are as follows

1. MSME Legality

Legality plays a very important role in the process of applying for a Certificate of Registration (SKP) for MSMEs. Documents such as the Business Identification Number (NIB) and brand certificate are an integral part of this application. The NIB proves that the business is officially registered and eligible to operate, making it a key document in the SKP application process. A brand certificate, on the other hand, shows that the brand used by the MSME is registered and legally recognized, providing protection against copyright and preventing infringement by other parties. In addition, a business license held by an MSME proves compliance with applicable regulations, making it an important document to ensure that the business is legally legitimate. Other supporting documents, such as NPWP, company establishment deed, and business domicile certificate, are also needed to complete the administrative requirements in applying for SKP.



Figure 2.5 MSME Legality

Source: Processed Data

2. HACCP, HALAL, BPOM PIRT Certificate

Certificates such as HACCP, HALAL, and PIRT play a crucial role as supporting documents that demonstrate that the business meets important industry standards and regulations. A HACCP (Hazard Analysis and Critical Control Points) certificate proves that the business has implemented an effective food safety management system, ensuring that the products are safe for consumption and meet international standards. A HALAL certificate confirms that the product has been inspected and approved in accordance with Islamic sharia principles, providing assurance to Muslim consumers that the product complies with religious requirements. Meanwhile, a PIRT (*Pangan Industri Rumah Tangga*) certificate indicates that the product has met food safety and quality standards set for products produced at the household or small business level. By including these certificates in funding proposals, MSMEs not only demonstrate compliance with regulations and industry standards, but also increase the credibility and confidence of investors in the proposed venture, making it more viable for financial support.



Figure 2.6 Certificate HALAL,PIRT,BPOM,HACCP
Source: Processed Data

3. Letter of Cooperation Agreement

A cooperation agreement letter serves not only as a legal document that regulates the rights and obligations of the parties involved, but also as a clear guide in carrying out the cooperation. By listing all the terms in detail, it ensures that each party understands and agrees to their responsibilities and contributions, thus minimizing confusion and misunderstandings. As a guide, this letter sets out dispute resolution procedures, provides steps to follow in the event of a dispute, and ensures that all aspects of the collaboration, including information confidentiality and regulatory compliance, are well-regulated. The document also includes details regarding financing and payments, providing transparency in financial transactions and ensuring accountability. Thus, the cooperation agreement serves not only as a legal tool, but also as a practical guide to run and manage the cooperation effectively and in accordance with the agreement that has been made.

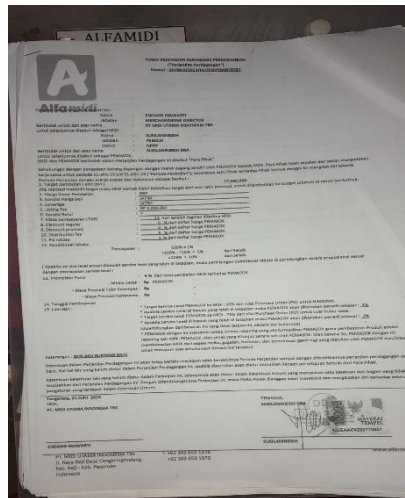


Figure 2.7 Letter of Cooperation Agreement
Source: Processed Data

4. Customer Name Data Document

Documents containing data on customer names play a strategic role in business management and customer relations. This information is not only used to build and manage a structured customer database, but also to develop more careful and effective marketing strategies. By analyzing purchasing trends, product preferences, and consumer behavior, companies can design more targeted marketing campaigns and better service personalization. In addition, customer data is also used to compile performance reports and in-depth analysis, assisting companies in strategic decision-making. However, it is important to maintain the security and privacy of customer data in accordance with applicable regulations, to ensure trust and compliance with data protection standards. As such, this document is not only an administrative tool, but also a valuable source of information to drive the business forward and effectively meet customer needs and expectations

UD. DEDE SATO

NAMA - NAMA PELANGGAN

NO	NAMA	ALAMAT	TELEPON	KETERANGAN
1	ABDULHAQ	SIAMPA	021	SAMBAL, SIAMBAU
2	ADRIANUS	SIAMPA	0812-1460341	SAMBAL
3	ADRIANUS	SIAMPA	0812-1460341	SAMBAL, SIAMBAU
4	PT. KEMAS PAKSIAN INDONESIA	SIAMPA	0818-128-737	SAMBAL
5	PT. MEGAWATI UTAMA	PALEMBANG	0812-181-778	SAMBAL
6	PT. PENGEMBANG PERSAWAAN	SIAMPA	0812-1460341	SAMBAL
7	PT. SURETI AJASIA TRINDA, TBK	SIAMPA	034-861211	SAMBAL
8	PT. SYUKRI	SIAMPA	0812-1460341	SAMBAL
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100	PT. SYUKRI	SIAMPA	0812-1460341	SAMBAL

Figure 2.8 Customer Name Data Document
Source: Processed Data

5. HACCP Manual Document

This document acts as a primer that outlines the detailed steps in implementing and maintaining a HACCP (Hazard Analysis Critical Control Point) system. As an implementation guide, it provides structured instructions for identifying potential hazards, establishing critical control points (CCPs), developing appropriate control procedures, and conducting regular monitoring and review of the system. In addition, the HACCP manual also serves as a very useful guideline for HACCP revision teams in adjusting or updating existing systems to new changes in technology, regulations, or operational practices. This document ensures that all standard operating procedures related to food or other product safety are well harmonized across all units or departments of the company. In addition to being a training tool for the staff involved, the HACCP manual also serves as a key reference for internal and external audits, as well as the certification process by authorities.

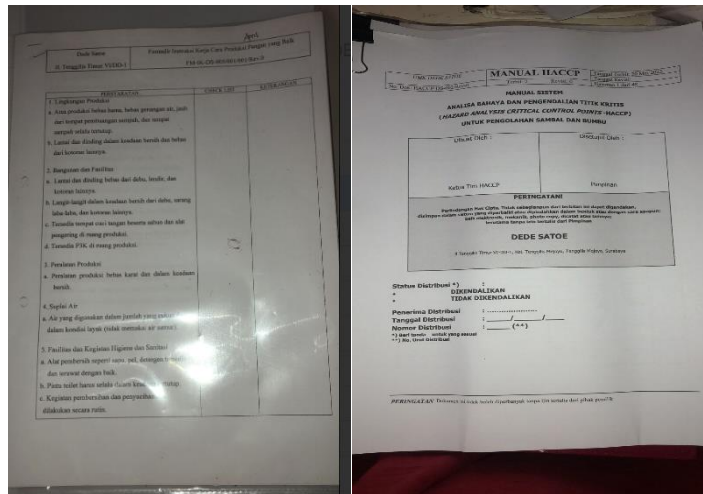


Figure 2.9 HACCP Manual Document
Source: Processed Data

6. Long-term Planning Document

A business planning document is an essential foundation for the success of a business, providing comprehensive guidance on the strategies and steps required to effectively start, manage and grow business operations. Generally, this document begins with an executive summary that includes the business vision, key objectives and key strategies to be implemented

The image shows a long-term planning document titled "RENCANA JANGKA PANJANG TAHUN 2021-2023". It is a table with columns for Year, Revenue, Expenses, and Profit/Loss. The data is as follows:

Tahun	Revenue	Expenses	Profit/Loss
2021	10.000.000	8.000.000	2.000.000
2022	12.000.000	9.500.000	2.500.000
2023	15.000.000	11.000.000	4.000.000

The document also includes a detailed breakdown of revenue and expenses for each year, including items like "Penjualan Produk", "Gaji Karyawan", "Beban Pajak", and "Beban Operasional".

Figure 2.10 Long-term Planning Document
Source: Processed Data

CHAPTER III

SCOPE OF THE APPRENTICESHIP

3.1 Job Descriptions

During our time in the Apprenticeship Program at *Apindo UMKM Merdeka*, we have actively engaged in various practical activities that have enhanced our experience and skills in various areas. These include:

1. **Business Governance**
 - a. We are directly involved in the process of revamping financial reports of MSMEs. Aside from data collection, analysis, and preparation of accurate and measurable financial reports, we also broaden the understanding of the importance of accurate and measurable financial statements, we also broaden the understanding of the importance of good of good financial management for the growth of MSMEs. During our apprenticeship, we were also active in managing business administration. obtaining a certificate of processing eligibility.
 - b. Participated in SIAPIK accounting application training by BankIndonesia and implemented this application in the accounting system of Dede Satoe MSME. implemented this application in Dede Satoe's MSME accounting system, resulting in financial reports in a format that is in line with Bank Indonesia standards. produced financial reports in a format that complies with Bank Indonesia standards.
 - c. Assist MSMEs in calculating financial ratios for business health, such as current ratio, profit margin, COGS, BEP, and ROA.
2. **Production Governance**
 - a. create procedures for conducting stock-taking both manually using stock cards or with the SIAPIK application.
 - b. Develop and implement production Standard Operating Procedures (SOPs), which serve as guidelines in every stage of production. guidelines in every stage of production.

- c. Conduct production employee training, in order to know production standards, and HACCP.
 - d. Revise the Hazard Analysis and Critical Control Points (HACCP) manual document.
3. Marketing Governance
- a. Conduct a SWOT analysis, to determine the condition of the business, and to establish a marketing strategy.
 - b. Offering to Retail Business: We offered Dede Satoe's chili products to several leading retail businesses in Surabaya, such as leading retail businesses in Surabaya, such as Hokky, Allfresh, and Superindo, with the aim of making Dede Satoe's chili products available in these places and penetrating the market. to make Dede Satoe's MSME products available in these places and penetrate the retail market.
 - c. branding through influencers, and participating in bazaar events
 - d. Tagline and slogan creation for content marketing needs
 - e. Conduct market research both domestically and abroad by using the services provided by the Ministry of Commerce, collecting distributor databases, and offering to overseas buyers through professional emails.
4. Digital Marketing Governance
- a. Optimizing the MSME Website UD. Dede Satoe
 - b. Optimizing Marketplace shopee, Tokopedia, and Tiktok
 - c. Content Marketing Creation
 - d. Marketing Ads Creation
 - e. Conduct sales and marketing through live streaming using an e-commerce platform
 - f. Creation of ina export website account and product submission as one of the digital marketing strategies.
5. Business Development and Capitalization
- a. System Development and Company Profile: updated our company profile both in the form of website and presentation (PPT), to improve the image and credibility of the company, of the company. In addition, we assisted

in the implementation of the SIAPIK application system as a development of the old system, to improve efficiency and accuracy in recording and reporting.

- b. Manage the company's LinkedIn account to get new human resources in the field of accounting, so that MSMEs can run an integrated accounting system to increase efficiency and accuracy in management finance.
- c. Involved in planning the business development strategy business development strategy, including the setting of short- and long-term goals and the steps needed to achieve them.
- d. Conducted research related to regulations for exporting to South Africa at INATRIMS, and preparing steps to open distribution channels there distribution channels there. We also play a role in calculating the Cost of Goods Manufactured (COGS) of the per container exported to determine the most effective and efficient export distribution method effective and efficient
- e. Assisted in the process of applying for various certifications and funding to support business development. We applied to the SAPDA's revolving fund of Surabaya city government to get capital assistance. In addition to In addition, the fulfillment of the SIAPIK application to Bank Indonesia also has the potential to facilitate MSMEs in obtaining capital and financial assistance in the future in obtaining capital and financial assistance in the future.

3.2 System and Procedures

3.2.1 The Work System

In the MSMEs assigned to our team we, in the finance department, use the Zahir system to manage financial reports and transactions. In marketing, combining digital and manual systems: digital systems for data analysis and campaign performance tracking, while manual methods are used for recording and archiving information. Microsoft Word is also used to create official letters such as cooperation contracts and other important documents. For sales, we utilize online

platforms to simplify transactions and expand market reach, ensuring customers can purchase our products easily and quickly via the internet.

3.2.2 The Work Procedure

1. MSME financial reports prepared using the SIAPIK system assist in systematic and accurate financial recording, facilitate monitoring of cash flow, income, and expenses, and provide the information needed for effective financial analysis and planning.

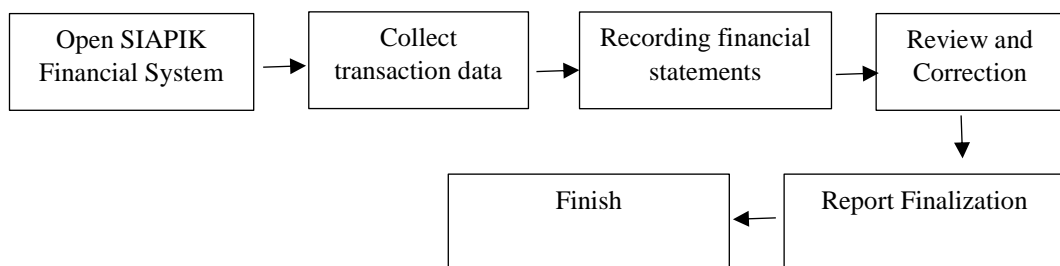


Figure 3.1 Flowchart Preparation of Financial Statements

Source: Data Processed 2024

2. Creation and submission of a Processing Eligibility Letter

The Processing Feasibility Letter (SKP) is to ensure that the document obtains official authorization from the relevant authorities, confirming that the process or processing facility regulated in the letter meets the standards and requirements set by the applicable regulations. This legalization aims to provide validity and legitimacy to the document as evidence that the processing process has been declared feasible and in accordance with applicable legal and technical provisions.

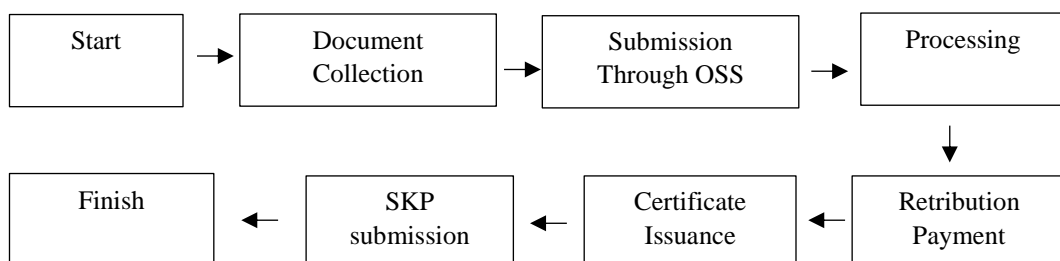


Figure 3.2 Flowchart Creation and submission of a Processing Eligibility Letter

Source: Data Processed 2024

3. The SIAPIK system training aims to provide employees and owners of MSMEs with an in-depth understanding of how to use the SIAPIK financial system. With this training, they will learn how to operate the system effectively, from recording transactions to creating financial reports. The ultimate goal is for them to utilize SIAPIK's features to manage business finances more efficiently, thus supporting better decision-making and improving business performance.

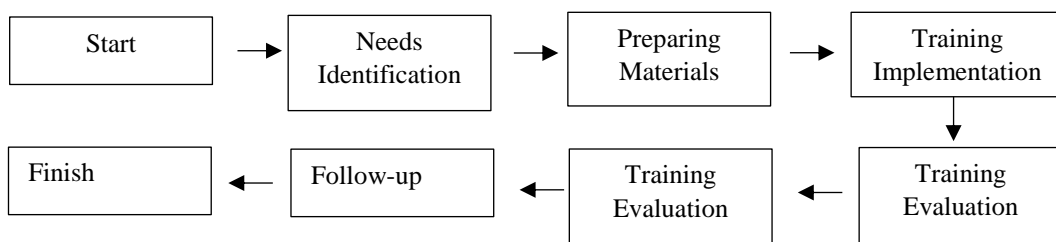


Figure 3.3 Flowchart SIAPIK system training

Source: Data Processed 2024

4. Calculation of BEP, ROA, and Cost of Goods Sold
 Provides assistance to MSMEs in important calculations such as Break-even Point (BEP), Return on Assets (ROA), and Cost of Goods Manufactured (COGS). By helping MSMEs determine their break-even point, we aim to enable them to understand when their business starts to make a profit and their operating costs are fully covered by revenue. In addition, we also want to analyze ROA to provide a better understanding of the efficiency of asset usage in generating profits, which will help MSMEs make wiser investment and asset management decisions. Lastly, by accurately calculating COGS, we aim to ensure MSMEs can set the right selling prices and optimize their profit margins. With this support, we hope that MSMEs can make more informed decisions, improve operational efficiency, and maximize their business profitability.

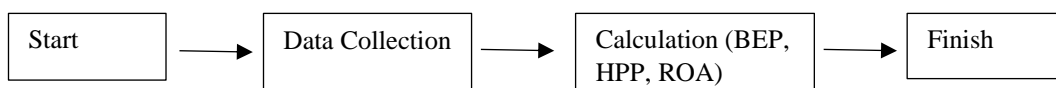


Figure 3.4 Flowchart Calculation of BEP, ROA, and Cost of Goods Sold

Source: Data Processed 2024

- Assists MSMEs in the stock-taking process to ensure the accuracy and reliability of their inventory records. Stock-taking is an important activity that aims to match the physical quantity of goods in the warehouse with the inventory records recorded in the accounting system. By conducting regular stocktakes, MSMEs can identify discrepancies between records and reality on the ground, such as lost goods, damage, or recording errors. This helps in maintaining the accuracy of financial statements, optimizing inventory management, and reducing the risk of loss. With support in stocktaking, MSMEs can improve operational efficiency, ensure timely availability of goods, and maximize customer satisfaction.

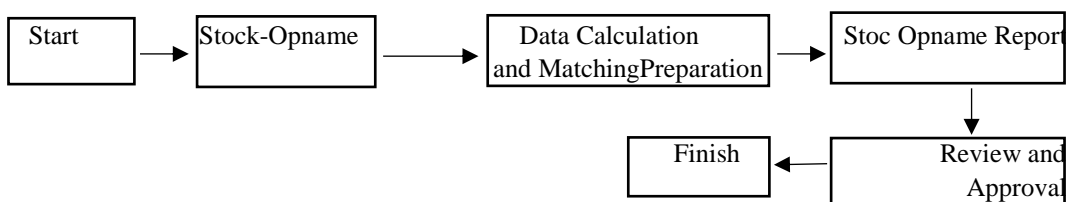


Figure 3.5 Flowchart Stock Opname
Source: Processed Data 2024

- Provides comprehensive training to MSME production employees to improve their skills and work efficiency. The training is designed to introduce the latest techniques, standard operating procedures and best practices in the production process, so that employees can work more effectively and productively. science-based that identifies specific hazard risks and their control measures to ensure the safety of the food products produced.

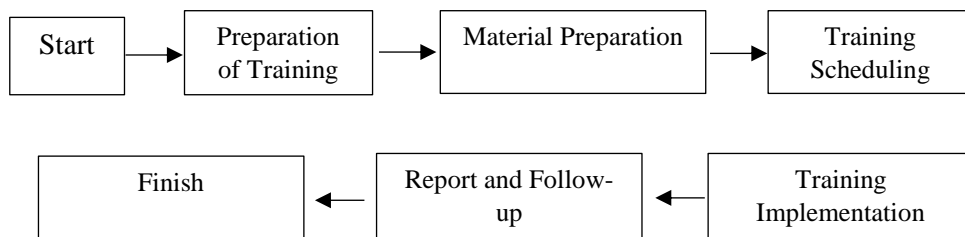


Figure 3.6 Production Employee Training
Source: Processed Data 2024

- Revising the HACCP Manual
 Aims to improve the resilience of MSME food safety systems to contamination risks and maintain product quality to keep them safe for

consumers. This revision process also helps in complying with applicable regulations and requirements, as well as adapting to changes in technology and production methods. With an updated HACCP manual, MSMEs can ensure that their food safety practices are up-to-date, effective, and able to maintain consumer confidence.

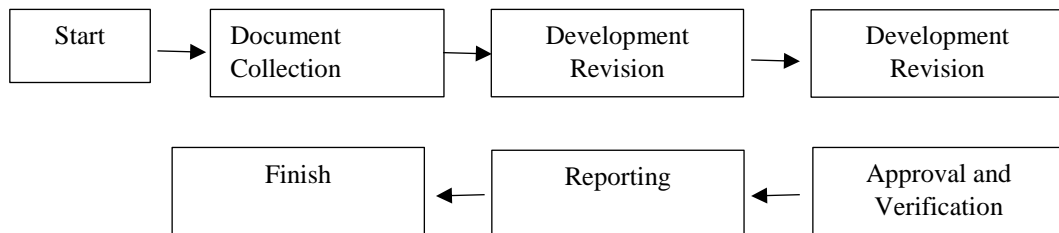


Figure 3.7 Revising the HACCP Manual

Source: Processed Data

8. SWOT analysis is an important strategic tool to evaluate the strengths, weaknesses, opportunities, and threats within an organization or business. By analyzing Strengths, it can identify internal aspects that are a competitive advantage, such as advanced technology, team expertise, or a wide distribution network. Weaknesses refer to internal areas that need improvement, such as resource limitations or inefficient processes, which can hinder performance and growth. Next, Opportunities involve external factors that can be leveraged for growth, such as new market trends, technological advances, or favorable regulatory changes. Finally, Threats are external risks that could negatively impact the business, such as increased competition, economic fluctuations, or changes in government policies.

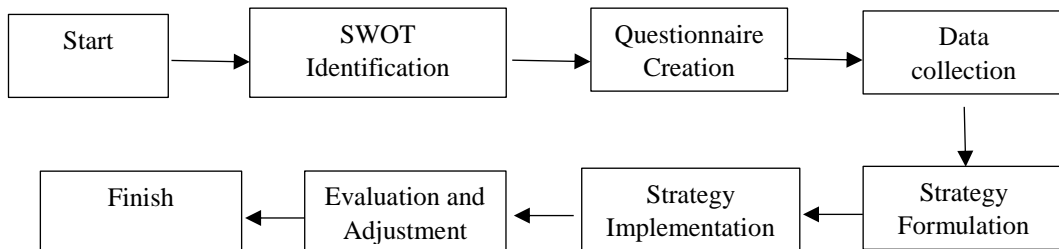


Figure 3.8 SWOT analysis

Source: Processed Data 2024

9. Assists MSMEs in developing effective branding strategies by leveraging the power of influencers and participating in bazaar events. Through

collaboration with influencers who have relevant audiences, we can increase the visibility and credibility of MSME products in the eyes of potential consumers.

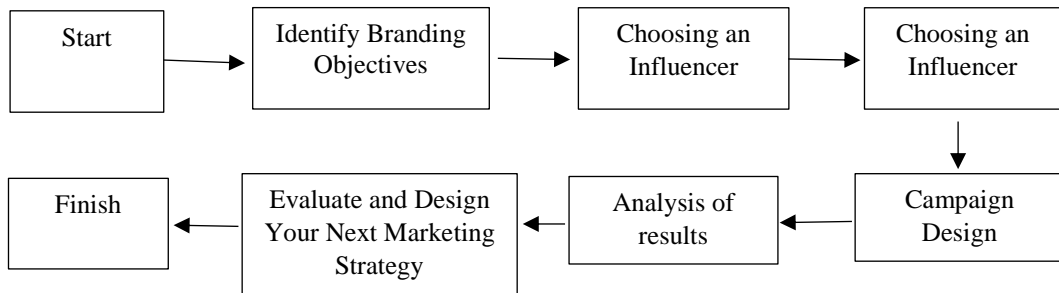


Figure 3.9 Flowchart Branding
Source: Processed Data

10. The goal of assisting MSMEs in product offerings to retail stores is to expand their market reach by providing greater access to distribution channels that may have previously been difficult to reach. With this support, MSMEs can increase the visibility of their products, forge stronger partnerships with retailers, and capitalize on wider sales opportunities. This approach not only aims to enlarge the market share and sales volume of MSMEs, but also to strengthen their position in a competitive market and drive sustainable business growth.

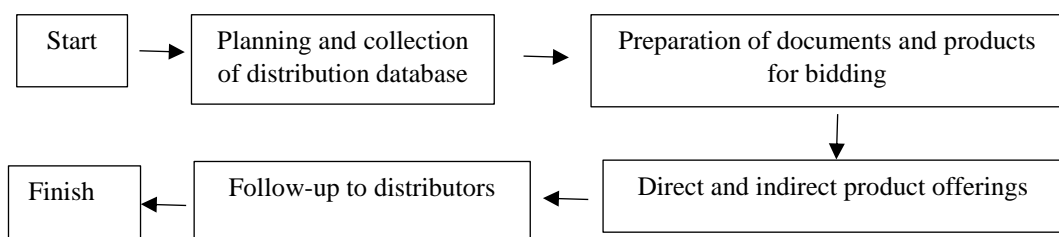


Figure 3.10 Flowchart Product Offerings
Source: Processed Data

11. Creating taglines and slogans for MSMEs

Aims to increase brand awareness by making the brand more recognizable and memorable to consumers, as well as conveying the value and benefits of the product in a clear and attractive manner. Taglines and slogans play a role in shaping a positive and consistent brand image, increasing market appeal with relevant messages, and differentiating MSMEs from competitors.

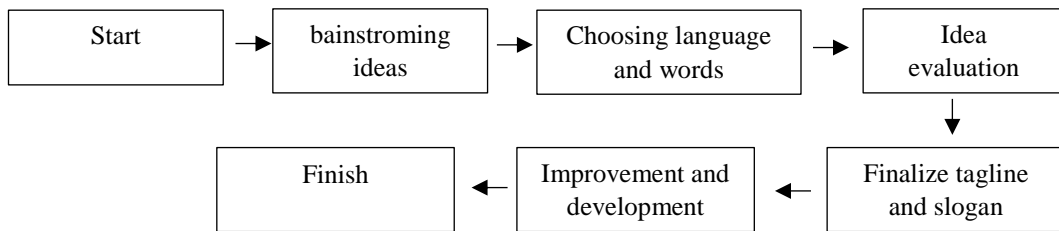


Figure 3.11 Flowchart Creating taglines and slogans for MSMEs
Source: Processed Data

12. Use of the ITPC platform

The purpose of market research using the ITPC platform is to search for a database of overseas buyers by utilizing tools such as TradeMap, which provides detailed information on global trade trends and market potential. In addition, the research aims to find relevant trade attaché contacts, who can assist in applying for assistance in promoting MSME products in international markets.

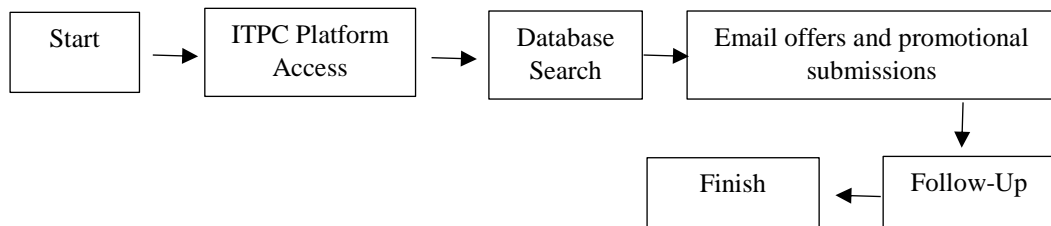


Figure 3.12 Flowchart Use of the ITPC platform
Source: Processed Data

13. Website Optimization

The goal of website optimization in the context of improving product layout and product additions is to improve user experience and sales effectiveness. By improving product layout, websites can present product information in a more attractive and accessible way, allowing visitors to find and assess products more efficiently.

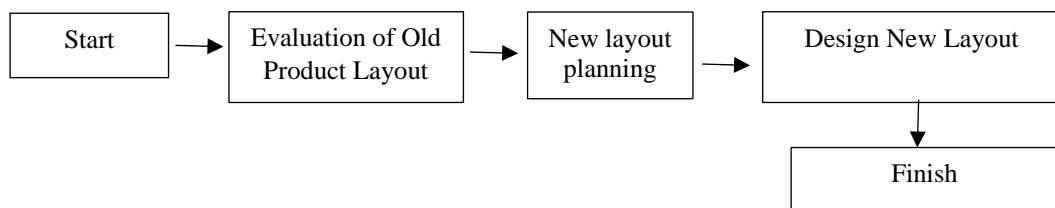


Figure 3.13 Flowchart Website Optimization
Source: Processed Data

14. Marketplace optimization on Shopee, Tokopedia, and TikTok Shop

The goal of marketplace optimization on Shopee, Tokopedia, and TikTok Shop is to update the layout and improve product SEO on each platform. By updating the layout, we aim to create a more attractive and functional look that can improve user experience and make it easier for customers to find and buy products.

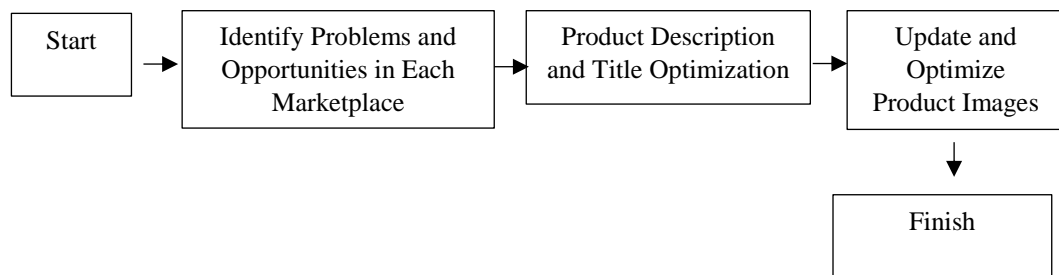


Figure 3.14 Flowchart Marketplace optimization
Source: Processed Data

15. Content Creation

Content creation to produce engaging and quality material that can captivate target audiences, strengthen brand image, and drive concrete actions such as purchases or sign-ups. By developing relevant content, we aim to increase audience engagement, expand brand reach, and support marketing and sales strategies.

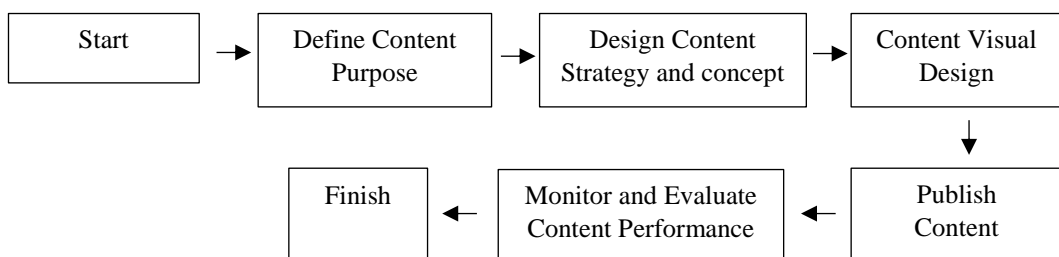


Figure 3.15 Flowchart Content Creation
Source: Processed Data

16. Marketing Ad Creation

It aims to increase brand awareness, grab the attention of the target audience, as well as drive concrete actions such as purchases or sign-ups. Well-designed advertisements also serve to increase sales and conversions, build a positive brand image, and maximize return on marketing investment.

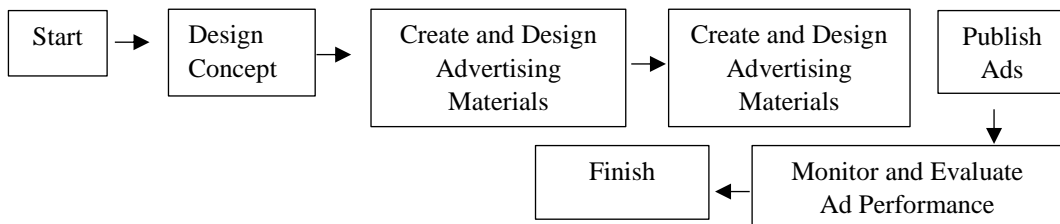


Figure 3.16 Flowchart Marketing Ad Creation

Source: Processed Data

17. Product additions on the InaExport website

Website provided by the Ministry of Trade for MSMEs, to improve product marketing abroad, the addition of products on the Ina Export website is a strategic move aimed at expanding international market reach and attracting more foreign buyers.

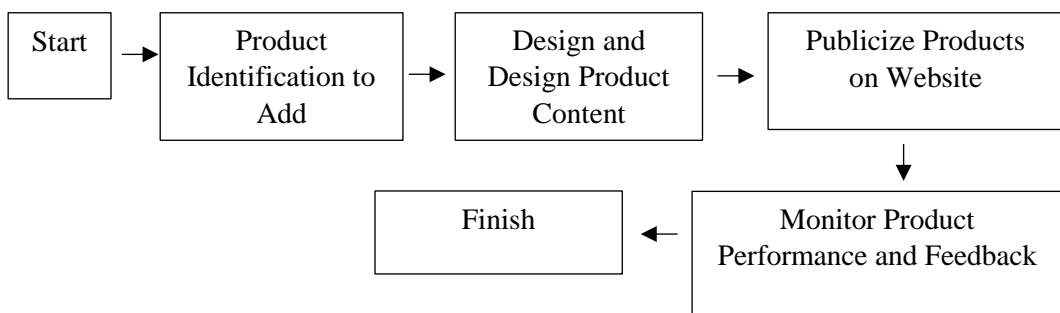


Figure 3.17 Flowchart Product additions on the InaExport website

Source: Processed Data

18. Moving financial systems to Siapik is a strategic process of transferring financial data and processes from legacy systems to a new platform, with the aim of improving efficiency, accuracy and functionality.

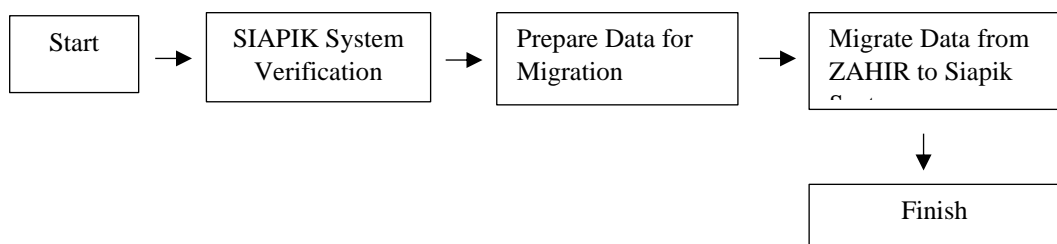


Figure 3.18 Flowchart Data transfer to SIAPIK financial system

Source: Processed Data

3.3 Place of Apprenticeship

This apprenticeship was carried out at the Indonesian Entrepreneurs Association from February 16 to June 30, 2024. During the apprenticeship, the

author was placed at the East Java Provincial Leadership Council (DPP) as a business consultant at the MSME UD. Dede Satoe Sambal, which is located at Jl. Tenggilis Timur VI Blok DD No.1, Tenggilis Mejoyo, Tenggilis Mejoyo District, Surabaya city, East Java Province 60292, The provisions regarding the schedule or time of implementation of apprenticeship work are as follows:

Table 3.1 Work Schedule of MSME UD. Dede Satoe

No	Day	Working Hours	Break
1	Monday – Thursday	08.00 - 16.30 WIB	12.00 - 13.00 WIB
2	Friday	09.00 – 15.30 WIB	11.00 – 13.00 WIB
3	Sunday	Holiday	Holiday
4	Monday	Holiday	Holiday

Source: Processed Data 2024

3.4 Description of the Activity

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period February 16, 2024 - February 25, 2024 can be seen in the table below:

Table 3.2 Table Activity of February 16th 2024 to February 25th 2024

No	Date and Time	Activities	Place
1	Friday, February 16 th 2024	National Onboarding Magang Studi Independen Bersertifikat (MSIB) <i>Kampus Merdeka</i>	Zoom Meeting
2	Saturday, February 17 th 2024	Off	Off
3	Sunday February 18 th 2024	Off	Off
4	Monday February 19 th 2024	Onbording Mitra APINDO	
5	Tuesday, February 20 th 2024	Module Training mentored by Coca Cola team Indonesia trainers, which was held from 9.00-12.00 WIB. with the theme of Sustainability.	Zoom Meeting
6	Wednesday, February 21 st 2024	Module Training was mentored by Dr. Muhammad Said, with the theme of character building, from 9.00-11.30 WIB. and continued by Mr. Rejive Dewangga, with the theme of the business governance module from 13.00-15.30 WIB.	Zoom Meeting

7	Thursday, February 22 nd 2024	The Module Training was mentored by Coach Edi Darmawansah with the theme of the production governance module from 9.00-11.30 WIB. And continued again from 13.00-15.30 WIB with the theme of the marketing governance module.	Zoom Meeting
8	Friday, February 23 rd 2024	Module training mentored by Mr. Dr. Muhammad Said Hasibuan, with the theme of the digital marketing governance module from 9.00-11.30 WIB. And continued from 13.00-15.30 training modules mentored by Mrs. Lilla Rahmawati with the theme of the business development and capital module.	Zoom Meeting
9	Saturday, February 24 th 2024	Off	Off
10	Sunday, February 25 th 2024	Off	Off

Source: Processed Data 2024

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period February 26, 2024 – March 3, 2024 can be seen in the table below:

Table 3.3 Table Activity of February 26 2024 to March 3 2024

No	Date and Time	Activities	Place
1	Monday, February 26 th 2024	MSME Observation and Work Program Preparation	UD. Dede Satoe Office
2	Tuesday, February 27 th 2024	MSME Observation and Work Program Preparation	UD. Dede Satoe Office
3	Wednesday, February 28 th 2024	MSME Observation and Work Program Preparation	UD. Dede Satoe Office
4	Thursday, February 29 th 2024	MSME Observation and Work Program Preparation	UD. Dede Satoe Office
5	Friday, March 1 st 2024	MSME Observation and Work Program Preparation	UD. Dede Satoe Office
6	Saturday March 2 nd 2024	MSME Observation and Work Program Preparation	UD. Dede Satoe Office
7	Sunday, March 3 rd 2024	MSME Observation and Work Program Preparation	UD. Dede Satoe Office

Source: Processed Data 2024

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period March 4, 2024 – March 10, 2024 can be seen in the table below:

Table 3.4 Table Activity of March 4th 2024 to March 10th 2024

No	Date and Time	Activities	Place
1	Monday, March 4 th 2024	MSME Observation and Work Program Preparation	UD. Dede Satoe Office
2	Tuesday, March 5 th 2024	MSME Observation and Work Program Preparation	UD. Dede Satoe Office
3	Wednesday, March 6 th 2024	MSME Observation and Work Program Preparation	UD. Dede Satoe Office
4	Thursday, March 7 th 2024	MSME Observation and Work Program Preparation	UD. Dede Satoe Office
5	Friday, March 8 th 2024	Sharing Session with Mentor	Zoom Meeting
6	Saturday March 9 th 2024	Off	Off
7	Sunday, March 10 th 2024	Off	Off

Source: Processed Data 2024

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period March 11, 2024 – March 17, 2024 can be seen in the table below:

Table 3.5 Table Activity of March 11st 2024 to March 17th 2024

No	Date and Time	Activities	Place
1	Monday, March 11 st 2024	National holiday	Off
2	Tuesday, March 12 nd 2024	National holiday	Off
3	Wednesday, March 13 rd 2024	Technical guidance	Indonesian Business Association Office
4	Thursday, March 14 th 2024	1. Following Production in MSMEs 2. study and analyze the production process and the flow of production	UD. Dede Satoe Office
5	Friday, March 15 th 2024	Sharing Session with Mentor	Zoom Meeting
6	Saturday March 16 th 2024	Off	Off
7	Sunday, March 17 th 2024	Off	Off

Source: Processed Data 2024

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period March 18, 2024– March 24, 2024 can be seen in the table below:

Table 3.6 Table Activity of March 18th 2024 to March 24th 2024

No	Date and Time	Activities	Place
1	Monday, March 18 th 2024	Confirmation of Work Program to MSME Owner/owner	UD. Dede Satoe Office
2	Tuesday, March 19 th 2024	1. SWOT Analysis 2. Questionnaire Creation for SWOT Analysis Data Survey 3. Questionnaire Distribution	UD. Dede Satoe Office
3	Wednesday, March 20 th 2024	1. Questionnaire finalization and distribution 2. making EFAS and IFAS table data	UD. Dede Satoe Office
4	Thursday, March 21 st 2024	1. Preparation of LPM 2. Prepare the statement of changes in capital, before the team collects financial reports to find out cash flow and so on.	UD. Dede Satoe Office
5	Friday, March 22 nd 2024	Sharing Session x Mentor Experts	Zoom Meeting
6	Saturday March 23 rd 2024	Off	Off
7	Sunday, March 24 th 2024	Off	Off

Source: Processed Data 2024

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period March 25, 2024– March 31, 2024 can be seen in the table below:

Table 3.7 Table Activity of March 25th 2024 to March 31st 2024

No	Date and Time	Activities	Place
1	Monday, March 25 th 2024	Participate in Events and Workshops	
2	Tuesday, March 26 th 2024	1. Create a Product Offer Letter 2. Store surveys, store database searches, and sending offer letters via email and phone.	UD. Dede Satoe Office
3	Wednesday, March 27 th 2024	Today's activity is product offering, and receiving feedback from previous offers. and today's activity was added by making a contract letter with the supplier.	UD. Dede Satoe Office
4	Thursday, March 28 th 2024	Monthly Review	Zoom Meeting
5	Friday, March 29 th 2024	National holiday	Off
6	Saturday March 30 th 2024	Off	Off
7	Sunday, March 31 st 2024	Off	Off

Source: Processed Data 2024

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period April 1, 2024 – April 7, 2024 can be seen in the table below:

Table 3.8 Table Activity of April 1st 2024 to April 7th 2024

No	Date and Time	Activities	Place
1	Monday, April 1 st 2024	Today's activity is the preparation of the company profile concept, namely pre-production of video making, legality, vision and mission, and product catalogs in the company profile.	UD. Dedee Satoe Office
2	Tuesday, April 2 nd 2024	Today's activity is taking videos from the concept that has been previously arranged, both from production, finished products to taking video explanations from MSME owners.	UD. Dedee Satoe Office
3	Wednesday, April 3 rd 2024	Participated in the East Java Provincial Bazaar Event, in the East Java Provincial Development Planning Meeting.	
4	Thursday, April 4 th 2024	Today's activity is to analyze distributor customers for product development through distributors. and at the same time participate in the production process.	UD. Dedee Satoe Office
5	Friday, April 5 th 2024	Sharing Session and Mentor Experts	Zoom Meeting
6	Saturday April 6 th 2024	Off	Off
7	Sunday, April 7 th 2024	Off	Off

Source: Processed Data 2024

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period April 8, 2024 – April 14, 2024 can be seen in the table below:

Table 3.9 Table Activity of April 8th 2024 to April 14th 2024

No	Date and Time	Activities	Place
1	Monday, April 8 th 2024	National Holiday	Off
2	Tuesday, April 9 th 2024	National Holiday	Off
3	Wednesday, April 10 th 2024	National Holiday	Off
4	Thursday, April 11 st 2024	National Holiday	Off
5	Friday,	National Holiday	Off

	April 12 nd 2024		
6	Saturday April 13 rd 2024	National Holiday	Off
7	Sunday, April 14 th 2024	National Holiday	Off

Source: Processed Data

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a Business Consultant for the period April 15, 2024 - May 21, 2024 can be seen in the table below:

Table 3.10 Table Activity of April 15st 2024 to April 21st 2024

No	Date and Time	Activities	Place
1	Monday, April 15 th 2024	National Holiday	Off
2	Tuesday, April 16 th 2024	1. Branding, 2. Social Media Marketing Concept Planning	Zoom Meeting (WFH)
3	Wednesday, April 17 th 2024	Today's activity is mentoring with mentors and teams, from the results of mentoring that the plan for the following week is to focus on marketing, namely finding and adding DD1 SME distributors.	Zoom Meeting (WFH)
4	Thursday, April 18 th 2024	1. Distributor database search 2. Distrib database collection	Zoom Meeting (WFH)
5	Friday, April 19 th 2024	Sharing Session and Mentor Experts	Zoom Meeting
6	Saturday April 20 th 2024	Off	Off
7	Sunday, April 21 st 2024	Off	Off

Source: Processed Data

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period April 22, 2024 – April 28, 2024 can be seen in the table below:

Table 3.11 Table Activity of April 22nd 2024 to April 28th 2024

No	Date and Time	Activities	Place
1	Monday, April 22 nd 2024	Sick	Off
2	Tuesday, April 23 rd 2024	Sick	Off
3	Wednesday, April 24 th 2024	Today's activity is to find a distributor customer database, namely retail stores	UD. Dede Satoe

		that can be invited to collaborate with Dedesatoe SMEs. as well as offering products to Distributors digitally / online, via email, whatsapp, and telephone.	
4	Thursday, April 25 th 2024	Sick	Off
5	Friday, April 26 th 2024	Sharing Session and Mentor Experts	Zoom Meeting
6	Saturday April 27 th 2024	Off	Off
7	Sunday, April 28 th 2024	Off	Off

Source: Processed Data

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period April 29, 2024 - May 5, 2024 can be seen in the table below:

Table 3.12 Table Activity of April 29th 2024 to May 5th 2024

No	Date and Time	Activities	Place
1	Monday, April 29 th 2024	Making and preparing Montly Review with Team	UD. Dede Satoe
2	Tuesday, April 30 th 2024	Monthly Review	Zoom Meeting
3	Wednesday, May 1 st 2024	National Holiday	Off
4	Thursday, May 2 nd 2024	Today's activity is the addition of distributor database using excel, and databasearch through b2b application.	UD. Dede Satoe
5	Friday, May 3 rd 2024	Sharing Session and Mentor Experts	Zoom Meeting
6	Saturday May 4 th 2024	Off	Off
7	Sunday, May 5 th 2024	Off	Off

Source: Processed Data

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period May 6, 2024 - May 12, 2024 can be seen in the table below:

Table 3.13 Table Activity of May 6th 2024 to May 12nd 2024

No	Date and Time	Activities	Place
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1	Monday, May 6 th 2024	Product offers to modern retail stores, namely Hokky fruit stores, which are supermarkets with offices in the city of Surabaya, meet directly with Hokky purchasing management and make offers	Hokky Fruit Retail Store
2	Tuesday, May 7 th 2024	Today's activity I planned a slogan for digital content needs that will be published on social media platforms as digital marketing. In planning I look at how to make a tub from the words to the strategy so that it can reach the minds of consumers, in this case I pay attention to making it, namely with marketing 1.0 to 4.0.	UD. Dede Satoe
3	Wednesday, May 8 th 2024	Today's activity is direct sales through E-commerce, namely shoope and Tiktok sellers, this activity is expected not only to get the number of sales, but how we create branding so that SME product scan bemorewidely recognized.	UD. Dede Satoe
4	Thursday, May 9 th 2024	National Holiday	Off
5	Friday, May 10 th 2024	Sharing Session and Mentor Experts	Zoom Meeting
6	Saturday May 11 st 2024	Off	Off
7	Sunday, May 12 nd 2024	Off	Off

Source: Processed Data

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period May 13, 2024 - May 19, 2024 can be seen in the table below:

Table 3.14 Table Activity of May 13rd 2024 to May 19th 2024

No	Date and Time	Activities	Place
1	Monday, May 13 rd 2024	Today's activity is the editing of several long-duration videos, namely grouping SME activities, optimizing company history videos, and making PPTs for human resources training held by the Ministry of Manpower.	UD. Dede Satoe
2	Tuesday, May 14 th 2024	Today's activity is to see the percentage of sales for the last 3 months, both online and online sales, this is done to see potential target markets both in the offline market (b2b) and online (b2c), by comparing sales, my team and I will target promotions and offers to the right market.	UD. Dede Satoe

3	Wednesday, May 15 th 2024	Apprenticeship activities on the 15th to 16th are making email marketing, starting from purchasing a domain to creating an advertising landing page.	UD. Dede Satoe
4	Thursday, May 16 th 2024	Apprenticeship activities on the 15th to 16th are making email marketing, starting from purchasing a domain to creating an advertising landing page.	UD. Dede Satoe
5	Friday, May 17 th 2024	Sharing Session and Mentor Experts	Zoom Meeting
6	Saturday May 18 st 2024	Off	Off
7	Sunday, May 19 th 2024	Off	Off

Source: Processed Data

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period May 20, 2024 - May 26, 2024 can be seen in the table below:

Table 3.15 Table Activity of May 20th 2024 to May 26th 2024

No	Date and Time	Activities	Place
1	Monday, May 20 th 2024	1. Search for customer databases through independent research 2. Create a database of domestic and international customers.	UD.Dede Satoe
2	Tuesday, May 21 st 2024	1. Search for customer databases through independent research 2. Create a database of domestic and international customers.	UD.Dede Satoe
3	Wednesday, May 22 nd 2024	Today's activity is product marketing to retail stores in Surabaya city, this is to increase the number of distributors.	Graha City Store
4	Thursday, May 23 rd 2024	National Holiday	Off
5	Friday, May 24 th 2024	Sharing Session and Mentor Experts	Zoom Meeting
6	Saturday May 25 th 2024	Off	Off
7	Sunday, May 26 th 2024	Off	Off

Source: Processed Data

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period May 27, 2024 – June 2, 2024 can be seen in the table below:

Table 3.16 Table Activity of May 27th 2024 to June 2nd 2024

No	Date and Time	Activities	Place
1	Monday, May 27 th 2024	Today's activity is a market survey through the website provided by the Ministry of Trade, and optimizing B2B accounts.	UD. Dede Satoe
2	Tuesday, May 28 th 2024	Today's activity is a market survey through the website provided by the Ministry of Trade, and optimizing B2B accounts.	UD. Dede Satoe
3	Wednesday, May 29 th 2024	1. analyze overseas markets using itpc platform services 2. Use inatrimis to check the terms and quality and collect in the form of files. 3. apply for promotion on the ITPC platform for overseasproduct promotion and search for potential buyers, and send out professional submission emails.	UD. Dede Satoe
4	Thursday, May 30 th 2024	1. Analyze overseas markets using itpc platform services 2. Use inatrimis to check the terms and quality and collect in the form of files. 3. Apply for promotion on the ITPC platform for overseasproduct promotion and search for potential buyers, and send out professional submission emails.	UD. Dede Satoe
5	Friday, May 31 st 2024	Sharing Session and Mentor Experts	Zoom Meeting
6	Saturday June 1 st 2024	Off	Off
7	Sunday, June 2 nd 2024	Off	Off

Source: Processed Data

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period June 3, 2024 – June 9, 2024 can be seen in the table below:

Table 3.17 Table Activity of June 3rd 2024 to June 9th 2024

No	Date and Time	Activities	Place
1	Monday, June 3 rd 2024	Montly Review	Zoom Meeting
2	Tuesday, June 4 th 2024	1. discussion with MSME owners, with his willingness to penetrate the markets of Vietnam, South Africa, and the Middle East. 2. search for data on the requirements and qualityof processed foodproducts 3. Collection of data on requirements and quality in the form of files	UD. Dede Satoe
3	Wednesday, June 5 th 2024	1. Stock-Opname	UD. Dede Satoe

		2. Record product stock in the warehouse 3. Recording reports to the financial system	
4	Thursday, June 6 th 2024	1. Employee Training on HACCP using the Assesment Manual 2. Preparation of Training Materials	UD. Dede Satoe
5	Friday, June 7 th 2024	1. Employee Training on HACCP using the Assesment Manual 2. Preparation of Training Materials	UD. Dede Satoe
6	Saturday June 8 th 2024	Off	Off
7	Sunday, June 9 th 2024	Off	Off

Source: Processed Data

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period June 10, 2024 – June 16, 2024 can be seen in the table below:

Table 3.18 Table Activity of June 10th 2024 to June 16th 2024

No	Date and Time	Activities	Place
1	Monday, June 10 th 2024	Conduct water tests to the Marine and Fisheries Service,for a Processing Feasibility Letter	Marine and Fisheries Service of East Java Provincial Government
2	Tuesday, June 11 st 2024	1. Content Concept Planning 2. video visual capture 3. content editing 4. uploading	UD. Dede Satoe
3	Wednesday, June 12 nd 2024	1. Content Concept Planning 2. video visual capture 3. content editing 4. uploading	UD. Dede Satoe
4	Thursday, June 13 rd 2024	Product Quote to family mart retail store	Family Mart Store
5	Friday, June 14 th 2024	1. creating a business account 2. conceptualize advertising 3. creating advertising product design visuals 4. publish ads 5. monitor and follow-up	UD. Dede Satoe
6	Saturday June 15 th 2024	Off	Off
7	Sunday, June 16 th 2024	Off	Off

Source: Processed Data

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the

Indonesian Entrepreneurs Association as a business consultant for the period June 17, 2024 – June 23, 2024 can be seen in the table below:

Table 3.19 Table Activity of June 17th 2024 to June 23rd 2024

No	Date and Time	Activities	Place
1	Monday, June 17 th 2024	National Holiday	Off
2	Tuesday, June 18 th 2024	National Holiday	Off
3	Wednesday, June 19 th 2024	1. creating a business account 2. conceptualize advertising 3. creating advertising product design visuals 4. publish ads 5. monitor and follow-up	UD. Dede Satoe
4	Thursday, June 20 th 2024	1. creating a business account 2. conceptualize advertising 3. creating advertising product design visuals 4. publish ads 5. monitor and follow-up	UD. Dede Satoe
5	Friday, June 21 st 2024	1. Creating a business account 2. conceptualize advertising 3. creating advertising product design visuals 4. publish ads 5. monitor and follow-up	UD. Dede Satoe
6	Saturday June 22 nd 2024	Off	Off
7	Sunday, June 23 rd 2024	Off	Off

Source: Processed Data

The agenda of activities or work that the author has carried out during the Apprenticeship and Independent Study Certified by *Kampus Merdeka*, at the Indonesian Entrepreneurs Association as a business consultant for the period June 24, 2024 – June 30, 2024 can be seen in the table below:

Table 3.20 Table Activity of June 24th 2024 to June 30th 2024

No	Date and Time	Activities	Place
1	Monday, June 24 th 2024	1. Preparation of Final Report Materials 2. Preparation for Expo	UD. Dede Satoe
2	Tuesday, June 25 th 2024	1. Final Report Presentation 2. graduation	UD. Dede Satoe
3	Wednesday, June 26 th 2024	Farewell to MSMEs	UD. Dede Satoe
4	Thursday, June 27 th 2024	Participated the Fast Food International Food Expo bazaar event	Grand City, Surabaya

5	Friday, June 28 th 2024	Participated the Fast Food International Food Expo bazaar event	Grand City, Surabaya
6	Saturday June 29 th 2024	Off	Off
7	Sunday, June 30 th 2024	Off	Off

Source: Processed Data

3.5 Obstacles and Solutions

3.5.1 Obstacles

1. The author Difficulty in finding the right distributors and suitable product bidders.
2. The author Obstacles in content planning that affect the effectiveness of digital marketing campaigns.
3. The author Difficulty in applying for and obtaining the necessary capital for business development.

3.5.2 Solutions

1. Discuss with the owner to explore overseas markets by researching the product requirements and quality to enter the international market through platforms provided by the Ministry of Commerce, and Attend industry exhibitions, using B2B platforms to find potential distributors.
2. Use content management tools to efficiently plan, schedule and monitor content.
3. Develop a comprehensive business proposal with clear financial data and a detailed capital utilization plan.

CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

4.1 Conclusions

After being explained in the previous chapter, the writer draws Conclusion in several ways, namely as follows:

1. The Certified Internship and Independent Study (MSIB) program is part of the *Merdeka Belajar Kampus Merdeka* (MBKM) policy organized by the Ministry of Education, Culture and Research of the Republic of Indonesia, which aims to prepare graduates to face the challenges of the growing world of work.
2. The Indonesian Employers Association (Apindo) acts as a partner of MSIB Batch 6 by organizing the *Apindo UMKM Merdeka* apprenticeship program in 2024, where students act as Business Consultants to assist MSMEs in optimizing five Key Performance Indicators (KPIs).
3. The Apprenticeship Program activities involve five main KPIs, business governance, production management, marketing, business development and capital, and export and distribution development.
4. During the apprenticeship, the author successfully enriched knowledge and skills in various aspects of the MSME business, met the set targets, and produced significant outputs such as the development of the SIAPIK accounting system, obtaining business licenses, developing production standards and marketing strategies, updating company profiles, and procuring human resources, which overall enriched the understanding of MSME development and the application of skills in the world of work.

4.2 Suggestions

The author provides several suggestions to various parties, namely the author himself, students who will do practical work in the next semester, companies and Bengkalis State Polytechnic

1. Author

Suggestions for authors to be more detailed, thorough and focused on work. Make it a habit to read before acting, think realistically and rationally, and carry out tasks according to the instructions or directions of the employee concerned.

2. For Students

Students who take part in the *Apindo UMKM Merdeka* apprenticeship program need to prepare knowledge of the work units they will visit as well as a thorough understanding of Apindo as an institution they foster Apindo as the institution they foster This knowledge will be an important foundation in each of their apprenticeship activities.

3. For *Apindo UMKM Merdeka* Apprenticeship Program Implementers

Provide a clearer and more responsive communication platform in providing information to interns, by providing ample notice and encouraging direct interaction between participants and implementers. interaction between participants and implementers The use of social media also needs to be increased to disseminate information and knowledge more widely.

4. State Polytechnic of Bengkalis

The implementation of this internship can be used as a performance evaluation and provides material for students to complete practicum assignments before practical work depending on the courses or topics related to systems and processes in companies where external work is carried out. Assist in determining the learning curriculum on campus that is adapted to employmen.

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APPENDICES

Appendix 1. Apprenticeship application letter

	KEPENGURUSAN NASIONAL ASOSIASI PENGUSAHA INDONESIA INDONESIA EMPLOYERS' ASSOCIATION	Member of : Asean Confederation of Employer (ACE) Confederation Asia Pacific of Employers (CAPE) International Organization of Employers (IOE)
<hr/>		
Nomor	: 040/DPN/1.6/8C/1/24	
Lampiran	: 8 Halaman	
Hal	: Penerimaan Mahasiswa Magang APINDO UMKM Merdeka MSIB 6/2024	
LETTER OF ACCEPTANCE		
Saya yang bertanda tangan di bawah ini:		
Nama Lengkap	: Ronald Walla	
Jabatan	: Ketua Bidang UMKM dan Koperasi	
Nama Perusahaan/Organisasi	: APINDO (Asosiasi Pengusaha Indonesia)	
Selaku penanggungjawab Program APINDO UMKM Merdeka, dengan ini menyatakan bahwa nama-nama terlampir merupakan Peserta Program Magang APINDO UMKM Merdeka MSIB 6 Tahun 2024 dengan pelaksanaan pada tanggal 16 Februari s/d 30 Juni 2024.		
Demikian surat ini kami sampaikan sebagai kelengkapan syarat administrasi Program MSIB Angkatan 6 Tahun 2024 dan dapat dipergunakan sebagaimana mestinya.		
Dewan Pimpinan Nasional Asosiasi Pengusaha Indonesia		
		
Ronald Walla Ketua Bidang UMKM dan Koperasi		



**KEPENGURUSAN NASIONAL
ASOSIASI PENGUSAHA INDONESIA
INDONESIA EMPLOYERS' ASSOCIATION**

Member of:
Asian Confederation of Employer (ACE)
Confederation Asia Pacific of Employers (CAPE)
International Organization of Employers (IOE)



153	Muhammad Rheza Yamanur Rizki	Universitas Islam Bandung
154	Musriyah	Universitas Trunojoyo
155	Nina Hardianti	Universitas Widyatama
156	Nur Alvi Wulandari	Universitas Jenderal Soedirman
157	Nur Fazhirah Azis	Universitas Negeri Makassar
158	Nur Hanifah	Universitas Brawijaya
159	Nuril Insyirah Hulu	Universitas Brawijaya
160	Ovin Iga Kusuma	Universitas Negeri Semarang
161	Putu Diva Pradnya Saraswati	Universitas Brawijaya
162	Rhadika Luthfi Arieza	Universitas Brawijaya
163	Rias Arvianti	Universitas Tidar
164	Rosaria Angelita Nugraini	Universitas Pembangunan Nasional Veteran Jawa Timur
165	Saras Ayu	Politeknik Negeri Bali
166	Sely Cahyani Agustina Siahaan	Universitas Udayana
167	Shanti Septiana Rachmasari	Universitas Pembangunan Nasional Veteran Jawa Timur
168	Shintya Veni Doloksaribu	Universitas Maritim Raja Ali Haji (UMRAH)
169	Sindy Aulia Tanzila	Universitas Sriwijaya
170	Siska Amelia	Universitas Pembangunan Nasional Veteran Jawa Timur
171	Siska Marista Putri	Universitas Diponegoro
172	Siti Nurmalasari	Institut Teknologi Sumatera
173	Sri Puji Lestari	Universitas Muhammadiyah Bandung
174	Syahdia Sinaga	Universitas Maritim Raja Ali Haji (UMRAH)
175	Vincentius Simanjuntak	Universitas Negeri Malang
176	Visi Ari Pratiwi	Universitas Pembangunan Nasional Veteran Jawa Timur
177	Wulan Adellani	Universitas Asahan
178	Rafly Anggara Putra Kusuma	Universitas Brawijaya
179	Cindy Clara	Universitas Sam Ratulangi
180	Yayi Mahesnesi	Universitas Mercu Buana
181	Daffa Al Faruq	Universitas Islam Indonesia
182	Arya	Politeknik Pertanian Negeri Pangkajene Kepulauan
183	Rahmat Sabani	Politeknik Negeri Bengkalis
184	Satria Al-Aff	Universitas Teknokrat Indonesia
185	Icep Raihan Nafis	Universitas Darussalam Gontor
186	Aqil Ghufron Rahmatullah	Universitas Gunadarma

Appendix 2 Certificate



SERTIFIKAT KEPESERTAAN
diberikan oleh **Pelaksana Pusat Kampus Merdeka** kepada

Rahmat Sabani
NIM: 5404201316 / ID KEGIATAN: 7800459

atas partisipasinya sebagai peserta dan telah menyelesaikan kewajibannya dalam program
Magang Bersertifikat Angkatan 6
di
Asosiasi Pengusaha Indonesia

Ketua Pelaksana Kampus Merdeka
Drs. Gugup Kismono, M.B.A., Ph.D.
NIP 19637051989111001

Logos: APINDO, Kampus Merdeka INDONESIA JAYA, MSIB, Kampus Merdeka

QR codes for verification.



**SERTIFIKAT APRESIASI
AUM x MSIB 6**

Diberikan Kepada:
Rahmat Sabani

Sebagai: Mahasiswa Aktif Program Magang AUM x MSIB 6
Telah berhasil menyelesaikan tugasnya pada Program Magang APINDO UMKM Merdeka x MSIB 6 sebagai Business Consultant mendampingi UMKM yang diselenggarakan pada tanggal 16 Februari - 30 Juni 2024.

Jakarta, 30 Juni 2024
Dewan Pimpinan Nasional
Asosiasi Pengusaha Indonesia
Ronald Walla
Ronald Walla
Ketua Bidang UMKM dan Koperasi

Logos: APINDO, Kampus Merdeka INDONESIA JAYA, MSIB, WISMILAK, APINDO, Coca-Cola, Telkom



Appendix 3 Monthly Assessment Form

CAPAIAN PEMBELAJARAN PROGRAM

Nama : Rahmat Sabani
Nim/NPM : 5404201316
ID Kegiatan : 7800459

No.	Kompetensi (Skill)	Nilai	Catatan Mentor	Rekomendasi
1.	Tata Kelola Usaha	90	membantu teman-temannya dalam hal perijinan	Tetap semangat belajar & kembangkan kualitas diri melalui pelatihan <i>hard & soft skill</i> dimanapun kamu beradat
2.	Manajemen Produksi	90		
3.	Teknik Pemasaran Digital	90		
4.	Manajemen Pemasaran	100		
5.	Soft Skills	100		
Rata-rata Skor Penilaian Akhir (Final Evaluation)				94



SEKRETARIAT
PROGRAM APINDO UMKM MERDEKA-MSIB
ASOSIASI PENGUSAHA INDONESIA
DPP. JAWA TIMUR

Jalan Ir Soekarno - Hatta No 31 (MERR), Surabaya 60116 Telp. (031) 58284210
E-mail : info@apindojatim.com; layanan.anggota@apindojatim.com



FORM MONTHLY REVIEW

FORM EVALUASI/NILAI KETERCAPAIAN
PROGRAM APINDO UMKM MERDEKA BATCH 3

No. Kelompok	Nama UMKM	Nama Mahasiswa
6	Dede Satoe	Brian Aura Pratama
		Aida Aniqotul Qomariyah
		Dewi Nirwana
		Fitra Sasi Romadhon
		Rahmat Sabani

No	Kriteria Penilaian	Nilai
1.	Teknik Presentasi	9
2.	Penguasaan Materi	10
3.	Kemampuan Mengemukakan Pendapat	9
4.	Sistematika Penulisan Laporan	10
5.	Kerjasama tim kelompok mahasiswa	10
6.	Realisasi Ketercapaian Program Kerja Peningkatan Produksi	10
7.	Realisasi Ketercapaian Program Kerja Pengembangan Akses Permodalan dan Manajemen Keuangan	10
8.	Realisasi Ketercapaian Program Kerja Perluasan Akses Pasar	9
9.	Realisasi Ketercapaian Program Kerja Implementasi Go Modern & Go Digital	9
10.	Kreatifitas dan Mindset Kewirausahaan	9
TOTAL NILAI		9,5

Keterangan: Skor: 1 - 10

Komentar Penilai

Kelompok yang sangat produktif dan mau belajar


Surabaya, 30 Juni 2024

Herry Darmawan
Mentor

Appendix 4 List of Attendance


ABSENSI KEHADIRAN MAHASISWA APINDO JAWA TIMUR 2024										
APINDO UMKM MERDEKA - Batch 6										
Nama Kelompok UMKM : Kelompok 6 - UMKM Dede Satoe Sambal Nama Mentor : Herry Darmawan Nama PIC UMKM : B. Kemmy Jam Kerja : 08.00 Bulan : Maret										
Nama Mahasiswa	14	15	18	19	20	21	25	26	27	28
Rahmat Sabani	h	h	h	h	h	h	h	h	h	h
Aida Aniqotul D.	h	h	h	h	h	h	h	h	h	h
Brian Aura P.	h	h	h	h	h	h	h	h	h	h
Dewi Nirwana	h	h	h	h	h	h	h	h	h	h
Fira Sasi Romahan	h	h	h	h	h	h	h	h	h	h


MENGETAHUI



 TTD
 (PIC UMKM)

ABSENSI KEHADIRAN MAHASISWA APINDO JAWA TIMUR 2024																																			
APINDO UMKM MERDEKA - Batch 6																																			
Nama Kelompok UMKM : Kelompok 6 - Dede Satoe Nama Mentor : Herry Darmawan Nama PIC UMKM : B. Kemmy / 08.00 - 16.30 Bulan : Juni																																			
Nama Mahasiswa	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
Brian Aura P.	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	
Aida Aniqotul Qomariyah	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h
Rahmat Sabani	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h
Fira Sasi R	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h
Dewi Nirwana	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h

MENGETAHUI


 TTD
 (PIC UMKM)

ABSENSI KEHADIRAN MAHASISWA APINDO JAWA TIMUR 2024																														
APINDO UMKM MERDEKA - Batch 6																														
Nama Kelompok / UMKM : Kelompok 6 Nama Mentor : Fery Darmawan Nama PIC UMKM : Khotimah Jam Kerja : 08.00 - 16.30 Bulan :																														
Nama Mahasiswa	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Brian Aura	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>
Devi Nurwana	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>
Aida Aniqotul	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>
Fira Sasi P	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>
Rahmat Sarwani	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>
MENGETAHUI  Fery Darmawan PIC UMKM																														

ABSENSI KEHADIRAN MAHASISWA APINDO JAWA TIMUR 2024																														
APINDO UMKM MERDEKA - Batch 6																														
Nama Kelompok / UMKM : Kelompok 6 - Dede Sator Nama Mentor : Fery Darmawan Nama PIC UMKM : B. Khotimah / 08.00 - 16.30 Bulan :																														
Nama Mahasiswa	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Brian Aura P.	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>	<i>Brian</i>
Aida Aniqotul	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>	<i>Aida</i>
Qomariyah	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>	<i>Qomariyah</i>
Rahmat Sarwani	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>	<i>Rahmat</i>
Fira Sasi P	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>	<i>Fira</i>
Devi Nurwana	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>	<i>Devi</i>
MENGETAHUI  Fery Darmawan PIC UMKM																														

Appendix 5 Figure of Apprenticeship

1. Kick off of East Java Apindo meeting



2. Observation UD. Dede Satoe



3. Work Program Guidance



4. Observation Findings Form

FORM VERIFIKASI BIODATA UMKM PROGRAM APINDO UMKM MERDEKA

Isian Formulir ini dilakukan oleh kelompok MAHASISWA dengan informasi langsung dari UMKM calon peserta program APINDO UMKM Merdeka. Formulir ini sebagai bagian dari informasi yang akan disampaikan dalam seleksi peserta APINDO UMKM Merdeka.

Semua data yang masuk akan digunakan untuk kepentingan kegiatan pelatihan dan pendampingan APINDO UMKM Merdeka dan tidak akan disebarluaskan kepada pihak lain.

DAERAH/PROVINSI: JAWA TIMUR
 BATCH: 6 TAHUN: 2024

DATA IDENTITAS/PROFILE UMKM *Menempikan informasi mengenai data identitas personal pelaku APINDO UMKM Merdeka*

- Nama Pemilik Usaha: Siti Fatimah Fatimah
 Ditisi dengan Nama Lengkap yang tercantum dalam kartu identitas (KTP)
- Nik Pemilik Usaha: 307546102010002
 Ditisi dengan Nomor Induk Kependudukan (NIK) yang tercantum dalam kartu identitas (KTP)
- Tempat Lahir, dan tanggal lahir: SURABAYA, 27 FEBRUARI 1991
- Nama Pemilik Usaha:
 Ditisi dengan informasi nama jalarnagang, blok, nomor rumah, komplek, kampung, desa/kelurahan, kecamatan: KabupatenKota, Provinsi

Jl. TENGGLIS TIMUR VI DO1, TENGGLIS MEJOYO, KOTA SURABAYA,
 PROVINSI JAWA TIMUR

Provinsi: JAWA TIMUR Kabupaten/Kota: SURABAYA
 Kecamatan: KALURAHAN
 Kecamatan: TENGGLIS MEJOYO MEJOYO
 No. Handphone/WA: 08115277757 E-mail: 081.deesatne@gmail.com

- Apakah tempat usaha sama dengan tempat tinggal?
 Jika Ya, koongkan pemetaan no. 12. Jika Tidak telah sesuai dengan lokasi tempat usaha.
 Ditisi sesuai dengan status perjanjian
 Centang yang sesuai
 Ya Tidak

1 | H a |

2 | H a |

5. Work Program Consultation





6. Bank Indonesia SIAPIK Training



7. Employee Training



8. MSME Product Licensing Assistance

Form 1



DD1
Dede Satoe

Nomor : 1.887/SP/2024/18/005
 Tanggal : 19 Maret 2024
 Lokasi : Perumahan Regipat PRAT PDKK
 Kepala YTI:
 NIKUS OKIP-D Kota Surabaya
 Di
 Dinas Pertanian dan Pangan

Bersama ini, kami mengajukan permohonan pendaftaran register Pemanfaatan Produk Industri Usaha Kecil (PRAT-PIUK) dengan informasi sebagai berikut:

1. Nama Pemohon/Kelompok	1. Dede Satoe
2. No. HP	081271252021
3. Nama Pemilik	DR. SUBIARNOH
4. Alamat Pemohon	Jl. TENGGAH TIMUR VI/02-1, Desa/Kelurahan Tengga Majoy, Kec. Tengga Majoy, Kota Surabaya, Provinsi Jawa Timur
5. No. Telp./Email	+62 31 20241214 dd1@dedesatoe.com
6. Alamat gudang/Unit Penanganan PRAT	Jl. TENGGAH TIMUR VI/02-1, Desa/Kelurahan Tengga Majoy, Kec. Tengga Majoy, Kota Surabaya, Provinsi Jawa Timur
7. Nama produk PRAT Genus dan jenis barang	Sambal Kencur
a. Nama Produk	Sambal Kencur
b. Nama Industri	Sambal Kencur
c. Nama Bahan	Sambal Kencur
d. Nama Kemasan	Botol Airtight, Plastik
e. No. Pendaftaran	180303000113
f. Alamat	Siak Abadi

Demikian permohonan kami sampaikan. Besar harapan kami agar permohonan ini dapat diproses dengan baik.

Penerima

 DR. SUBIARNOH

* Surat pengisian pada

Form 2

KETERANGAN INFORMASI PRODUK

NO	INFORMASI PRODUK	URAIAN
1	Nama Produk	Sambal Kencur
2	Code PRAT	180303000113
3	Nama Pemohon	Dede Satoe
4	Nama dan Alamat Industri	Jl. TENGGAH TIMUR VI/02-1, Desa/Kelurahan Tengga Majoy, Kec. Tengga Majoy, Kota Surabaya, Provinsi Jawa Timur
5	Nama Merek	PRAT
6	Berat Bersih	100 gram
7	Sisa Murni	100%
8	Unit Penanganan PRAT	Praktis
9	Unit produksi/penanganan PRAT	Unit produksi Sambal Kencur Dede Satoe
10	Alamat	Jl. TENGGAH TIMUR VI/02-1, Desa/Kelurahan Tengga Majoy, Kec. Tengga Majoy, Kota Surabaya, Provinsi Jawa Timur
11	Status Industri	UKM
12	Status Industri	1. Sifat Usaha 2. Diklasifikasi 3. Nama usaha 4. Perjanjian sewa
13	Daftar Pemilik	1. Su Yati 2. Pr. Ayu Dwiang 3. Pr. Ayu Pratiwi 4. Pr. Ayu 5. Pr. Ayu
14	Daftar Penerimaan	1. Cerdik 2. CV. Truwing Beras 3. Pr. Hani Yuli 4. Pr. Ayu Dwiang 5. Pr. Dwiang
15	Foto Label dan Kemasan	

Keterangan :
 1. Nomor pengisian di: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

9. Participation Expo



10. Product Quote to Distributor

DD1 Dede Satoe

PT. DEDE SATOE
 Jl. Tengga Timur No. VI/021 Surabaya
 Telp: 021-8411878

No Surat : 080/N/02/2024
 Tanggal : 19 Maret 2024
 Lokasi : Perumahan Regipat PRAT PDKK
 171 Lontar

Kepada YTI:
 NIKUS OKIP-D Kota Surabaya
 Di
 Dinas Pertanian dan Pangan

Demikian ini, kami mengajukan permohonan pendaftaran register Pemanfaatan Produk Industri Usaha Kecil (PRAT-PIUK) dengan informasi sebagai berikut:

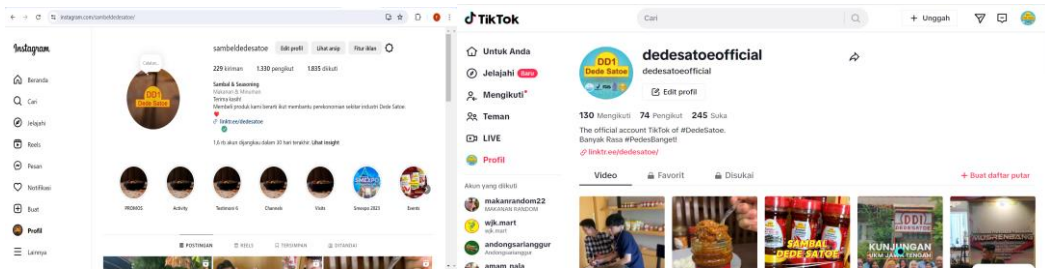
Revisi dan harga per Gram adalah:

NO	NAMA PRODUK	SARANG PRODUK	FOTO PRODUK
1	Sambal Kencur Extra Pedas (Berat Bersih: 100 gram)	Rp. 23.000	
2	Sambal Kencur Medium (Berat Bersih: 100 gram)	Rp. 22.000	
3	Sambal Kencur Lemah (Berat Bersih: 100 gram)	Rp. 22.000	

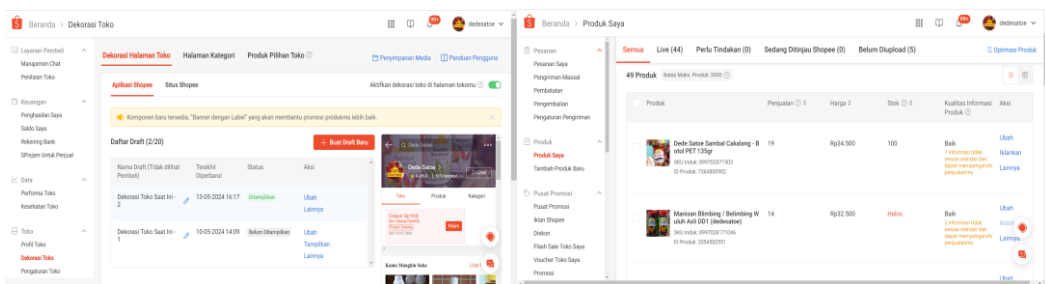




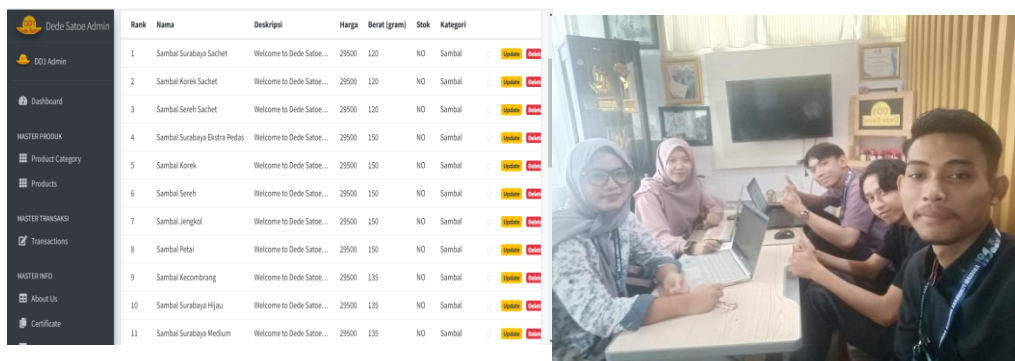
11. Content Social Media Optimization



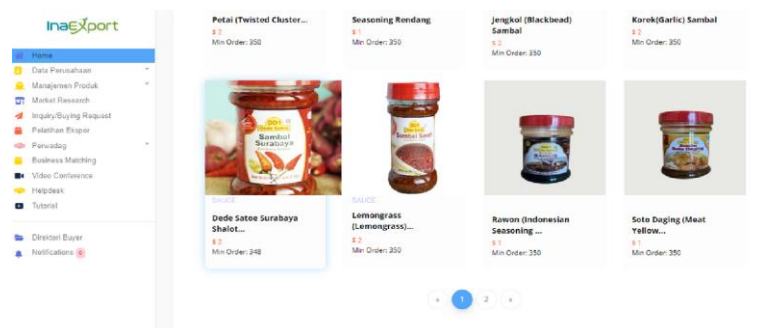
12. Marketplace Optimization



13. Website Optimization



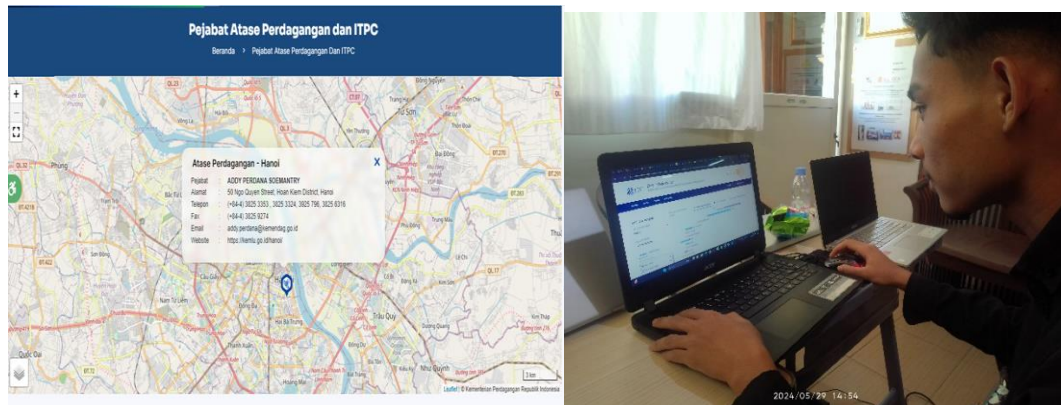
14. Product Registration to INAEXPORT



15. HACCP Production Flow Chart

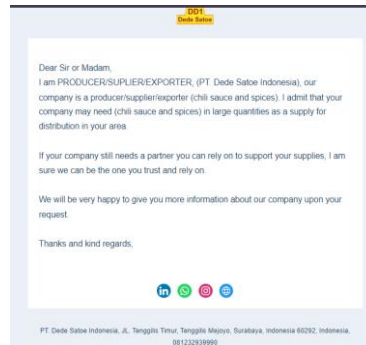


16. ITPC Service Users (www.kemendag.itpc.co.id)



17. Overseas Product Quote via Professional Email





18. ITPC Service Users (www.trademap.co.id)

Company profile: Yamamori Trading Co., Ltd.

Location: Country: Thailand, City: Bangkok

Contact: Website: , Phone: 66265206612 ; 66265205613, Fax: , Contact name: Mr. Masahiro Aoki (Managing Director)

Additional Information: Turnover: , Number of employees: , Product or service categories traded by the company (4): , Region or countries partners of the company (0):

Source: Kompass

Website: www.yamamori.co.th

Bilateral trade between United States of America and Indonesia
 Product: 210390 Preparations for sauces and prepared sauces; mixed condiments and seasonings (excl. soya sauce, ...)

Unit: US Dollar thousand

Product code	Product label	United States of America's imports from Indonesia			United States of America's imports from world		
		Value in 2021	Value in 2022	Value in 2023*	Value in 2021	Value in 2022	Value in 2023
2103909091	OTHER SAUCES AND PREPARATIONS, NESOI	1,923	1,572	2,543	849,928	1,013,255	1,075,780
2103908000	MIXED CONDIMENTS AND MIXED SEASONINGS, NESOI	518	627	619	340,960	371,613	379,013
2103909040	SALAD DRESSINGS, NESOI	158	131	123	51,141	67,883	77,188
2103909051	TOMATO-BASED PREPARATIONS FOR SAUCES, IN CONTAINERS HOLDING LESS THAN 1.4 KG	0	0	0	137,888	164,220	89,428
2103909059	TOMATO-BASED PREPARATIONS FOR SAUCES, NESOI	0	0	0	81,528	102,395	107,138
2103909020	MAYONNAISE	0	0	0	47,628	85,487	95,580
2103902000	SAUCES DERIVED OR PREPARED FROM FISH	0	0	0	57,599	61,228	43,948
2103904000	PREPARATIONS OF YEAST EXTRACTS, NONALCOHOLIC (OTHER THAN SAUCES)	26	0	0	4,986	5,769	4,279
2103907400	MIXED CONDIMENTS AND MIXED SEASONINGS (SEE ADDITIONAL U.S. NOTE 3-CHAP. 21), DESCRIBED IN ADDITIONAL...	0	0	0	3,831	2,311	6,351
2103907800	MIXED CONDIMENTS AND MIXED SEASONINGS DESCRIBED IN ADDITIONAL U. S. NOTE 3 TO THIS CHAPTER,	0	39	0	11,572	12,262	7,995

Sources: ITC calculations based on US Census Bureau statistics since January, 2016. ITC calculations based on UN COMTRADE statistics until January, 2016. Bilateral trade data have been reported by United States of America

19. Use of the Inatrimis Platform as a search for terms and quality

INATRIMS

Tentang | Negara Tujuan | Produk Ekspor | Info Terkini

Home > Ekspor ke Afrika Selatan > Pangan Olahan

Regulasi Teknis dan Persyaratan Mutu

Ekspor Pangan Olahan ke Afrika Selatan

Berikut ini informasi persyaratan mutu dan regulasi teknis terkait produk yang akan diekspor ke Afrika Selatan.


Pangan Olahan

- Ketentuan Impor Makanan
- Produk Makanan Diatur
- Spesifikasi Wajib Makanan
- Prosedur Impor berdasarkan Jenis

Ketentuan Impor Makanan

- Setiap bahan makanan, kosmetik, dan desinfektan yang diimpor ke atau diasingkan ke tempat mana pun di Republik, akan diberi label yang menyatakan setiap keterangan khusus yang disyaratkan oleh Undang-Undang, Foodstuffs, Cosmetics and Disinfectants Act 54/1972
- Makanan yang mengandung zat tambahan apa pun yang tidak diizinkan, dilarang

20. Creating Email Marketing



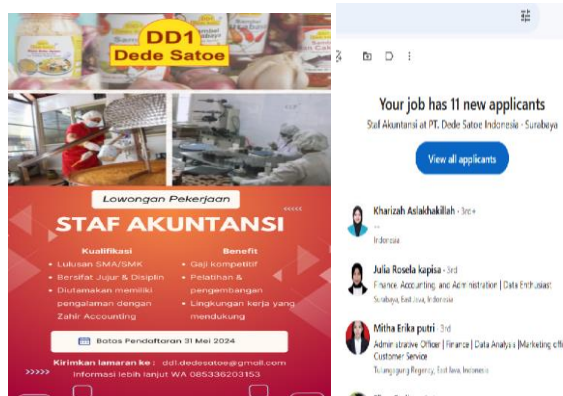
The screenshot shows an email marketing interface. On the left, there's a sidebar with navigation options like 'Kotak Masuk', 'Konsep', 'Terakhir', 'Sampah', 'Garis Terhapus', and 'Pengaturan'. The main area displays an email preview for 'Diskon Pembelian Produk Khusus' with a '50% Diskon Besar' badge and the text 'Pesan sekarang dan nikmati diskon khusus untuk pembelian produk!'. Below the preview is a table of email performance metrics.

OPEN RATE	CLICK RATE	LAST UPDATED AT (GMT+7)	LAST UPDATED BY	PUBLISH/SEND DAT
100%	75%	May 21, 2024 3:34 PM	Dede Satoe	May 21, 2024 3:26 PM
50%	50%	May 21, 2024 11:47 AM	Dede Satoe	May 21, 2024 10:50 AM
100%	100%	May 21, 2024 11:46 AM	Dede Satoe	May 21, 2024 11:45 AM

21. SIAPIK Transaction & MSME Stock Opname



22. MSME Job Vacancy Poster



The image contains two parts. On the left is a job vacancy poster for 'STAF AKUNTANSI' (Accounting Staff) at 'DD1 Dede Satoe'. The poster lists qualifications and benefits, and provides contact information for applications. On the right is a screenshot of a job application notification from a social media platform, stating 'Your job has 11 new applicants' and listing the names of the applicants.

23. Central Java MSMEs Visit for Export Standardization



24. Monthly Review



25. Sharing Session and Mentor Expert



26. Graduation



27. Farewell to MSMEs

